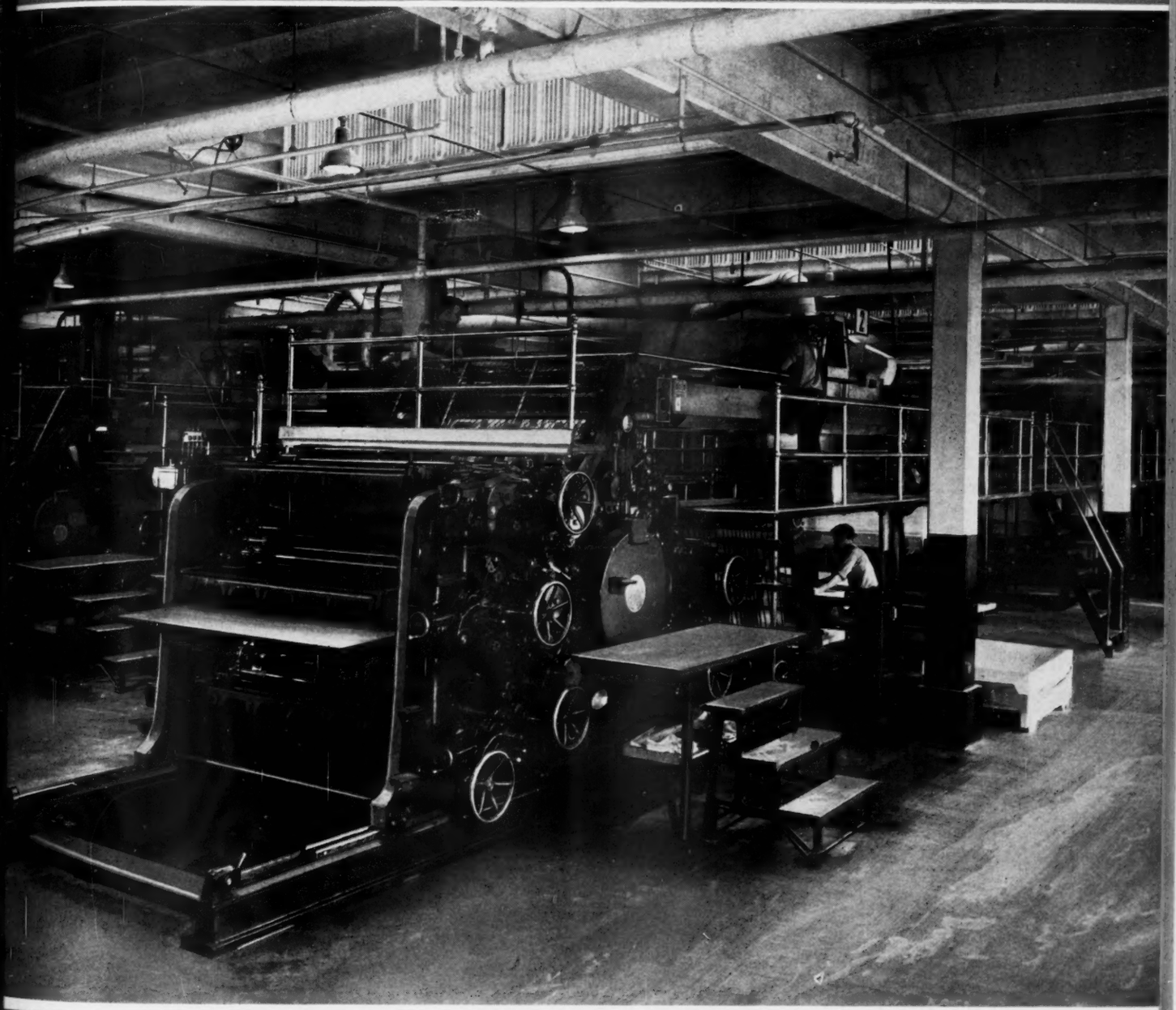
PRINTING EQUIPMENT *Engineer*



VIEW IN PRESSROOM OF J. W. CLEMENT COMPANY, BUFFALO, N. Y. SEE PAGE 9

MAY, 1944

the Magic Lure of the Print Shop

Sometimes it is the nature of a craft to create an unbreakable tie between itself and the worker in that field, a heart attachment equal to lifetime devotion. One familiar example is PRINTING. Once editor, compositor, or pressman catches the spirit of the shop, the spell is seldom broken. Like the odor of a camp fire, or a whiff of salt air, the beloved tang of printer's ink, symbolical of a great profession, gets into your heart and soul. Law books, text books, encyclopedias, magazines, and newspapers, all smack of it. It is an invisible link that binds all intelligence together. It is the stimulus for creation in business or romance. This craftsmanship, this devotion to service and alertness to business needs, has nourished and developed an enormous industrial vitality, and whichever way the course of the future runs, the printer will always find himself able to adapt his helpfulness to new opportunity.

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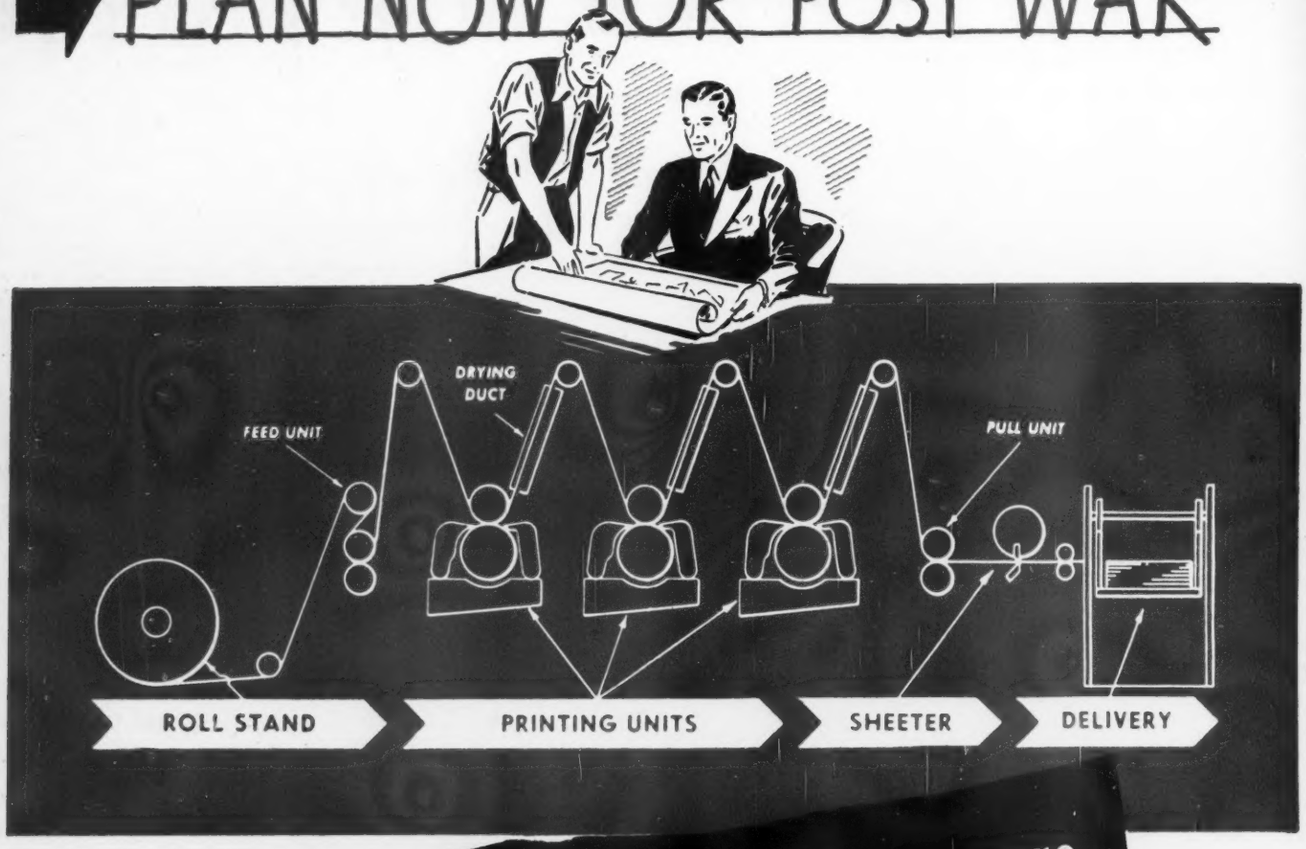

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PRINTING EQUIPMENT *Engineer*

A technical publication for the mechanical executive responsible for printing production, equipment and supplies in the commercial, magazine, private plant and daily newspaper field.

VOL. 68 NO. 2

MacD. SINCLAIR.....Editor
ADAM HENRI REISER....Associate Editor
J. HOMER WINKLER. Contributing Editor

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Standard drives can be obtained in ratings from $\frac{1}{8}$ to 15 hp—higher or lower if needed.

HOW TO BUY THY-MO-TROL. Just give our local office complete information about your requirements—nature of the load, speed range, horsepower, etc. Then, our engineers will select just the right Thy-mo-trol drive components, to give you exactly the operating characteristics you want.

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8930

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A Universal Composing-Room Service

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Under the Monotype System, new type, decorative material, rules, leads, slugs and metal furniture are made in unlimited supply for use in hand composition, and at a cost so low that non-distribution becomes an economy as well as a convenience. Under these conditions the highest possible efficiency prevails and low production costs inevitably follow. New Monotype type reduces make-ready time and assures the highest quality of presswork. Monotype faces aid materially in achieving good typographic design.

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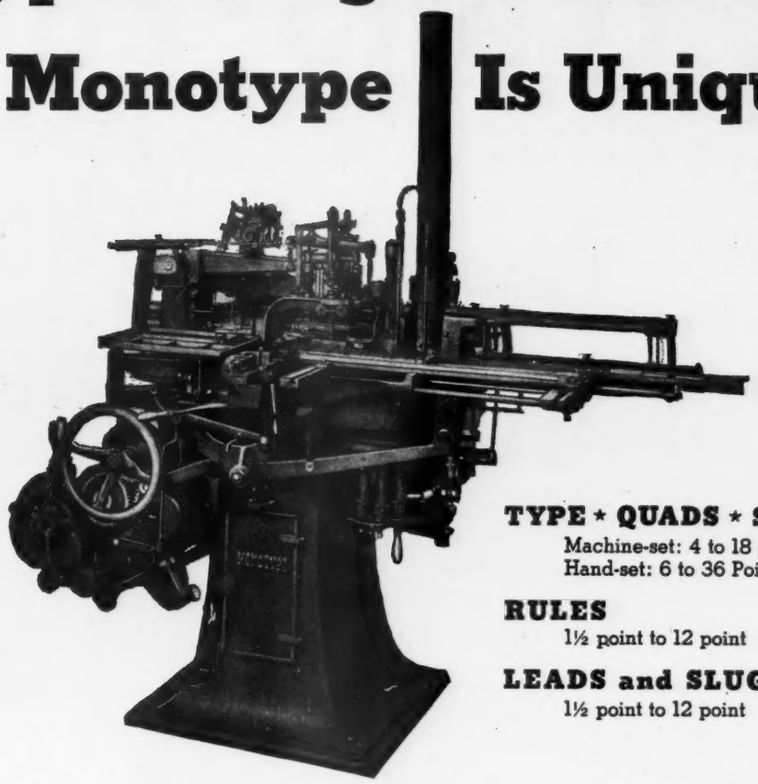

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RULES
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These advantages, combined with the non-distribution of all machine-set and all hand-set type and materials, are not available through the use of any other typesetting machine. The Monotype is the most serviceable and at the same time the most profitable investment for setting and casting type and materials.

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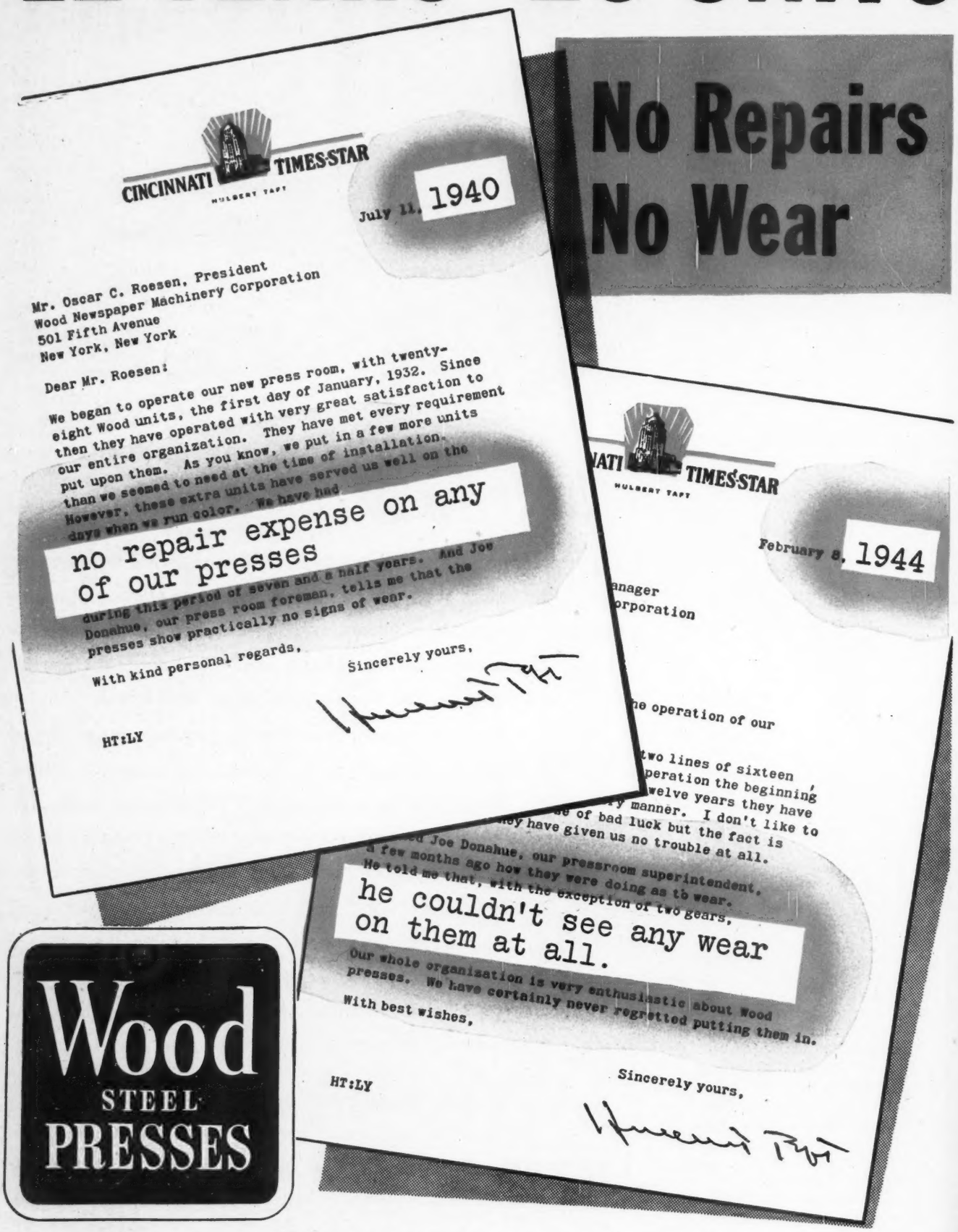


CINCINNATI TIMES-STAR

HULBERT TAFT

July 11, 1940

Mr. Oscar C. Roesen, President
Wood Newspaper Machinery Corporation
501 Fifth Avenue
New York, New York

Dear Mr. Roesen:

We began to operate our new press room, with twenty-eight Wood units, the first day of January, 1932. Since then they have operated with very great satisfaction to our entire organization. They have met every requirement put upon them. As you know, we put in a few more units than we seemed to need at the time of installation. However, these extra units have served us well on the days when we run color. We have had

no repair expense on any of our presses

during this period of seven and a half years. And Joe Donahue, our press room foreman, tells me that the presses show practically no signs of wear.

With kind personal regards,

Sincerely yours,

HT:LY

...NATI TIMES-STAR

HULBERT TAFT

February 8, 1944

...anager
...orporation

...he operation of our

...two lines of sixteen
...peration the beginning
...welve years they have
...manner. I don't like to
...e of bad luck but the fact is
...ey have given us no trouble at all.

...d Joe Donahue, our pressroom superintendent,
...a few months ago how they were doing as to wear.
He told me that, with the exception of two gears,

he couldn't see any wear on them at all.

Our whole organization is very enthusiastic about Wood presses. We have certainly never regretted putting them in.

With best wishes,

HT:LY

Sincerely yours,

Wood STEEL PRESSES

WOOD NEWSPAPER MACHINERY CORPORATION, PLAINFIELD, N. J., EXECUTIVE OFFICES: 501 FIFTH AVENUE, NEW YORK 17, N. Y.

When are we going to be able to get some

NEW PRINTING MACHINERY?"

By DAVID B. FELL*

**Chief, Machinery Section, Printing and Publishing Division, War Production Board.*[1]

EDITOR'S NOTE:

Many printing executives have been asking the question which composes the title of Mr. Fell's discussion about the availability of new printing equipment. Whether or not you will be disappointed or satisfied with his answer, you should be struck with Mr. Fell's sincerity, and also to the fact, which is obvious of course, that the objective of supplying equipment and materials to the fighting forces has not yet been completed by the equipment manufacturers.

Mr. Fell's answer to this important question, apparently, is applicable to all branches of the printing industry. Therefore, executives of letterpress, offset-lith and gravure plants, of whatever kind, should be interested in reading this forthright summary of Mr. Fell's message.

"WHEN are we going to be able to get some new printing machinery?" That depends upon four things: facilities, materials, manpower and policy. And the War Production Board has something to do with all four of these things. So we should understand clearly at the outset what the business of the WPB is.

The business of the WPB is war production. Our job is to see to it that plant facilities and materials are available, first for direct war needs and second, for the smallest amount of civilian goods necessary to maintain civilian life in order that the civilian world can continue to produce war goods. To carry out that job, the WPB has issued various Priority Regulations, Conservation Orders and Limitation Orders. All of these rules and orders constitute the body of WPB policy.

The particular order which concerns printing machinery is Limitation Order L-226. That order restricts the production of new printing machinery and it restricts the delivery of machinery. While we have by appeal authorized a small amount of machinery to be built, the amount is not significant compared with peace-time production, and is nowhere near enough to provide an answer to your question "When are we going to be able to get new machinery?"

You are going to get new machinery when these four things permit: Facilities, materials, man-power, and policy. Let us examine them one by one:

First, what about facilities? "Facilities" is a cold way to speak of your machinery makers. Just lean back a moment and think of the names and makes of equipment in your plant: photo-engraving, composing room, stereotype department and pressroom. There is scarcely a machine in your plant but what the maker of it is busy on war work,—not printing machinery, but on guns and gun mounts and recoil mechanisms; gun sights and bomb sights and fire control instruments; parts for submarines, aircraft, tanks, cargo ships, radar and a long list of other war goods. Consider the list of Army-Navy "E" Awards won by printing machinery builders: Hoe, Coss, Duplex, Scott, Miller, Miehle, Cottrell, Kidder, Mergenthaler, Intertype, Hamilton Mfg., John Royle & Sons, C. M. Kemp Mfg., Dexter Folder and F. P. Rosback Company.

For you to get an idea of the enormous size of the job listen to these figures: In the last three months of 1943, thirty-six of your machinery builders shipped $48,000,000. Of that, $36,500,000 alone or 76% was combat material, another 8.3% was machine tools, 1.5% was printing equipment for the Army and Navy. That adds up to nearly 86% identifiable war work. No other class of special industrial machinery builders can show such a high degree of conversion to war work. It is safe to say that our machinery builders ship as much war goods every four months as they do of printing equipment in a normal year.

And they're still going strong. The same reports from which we got the figure of $48,000,000 shipments, showed a backlog of $137,000,000 unfilled orders —89% of it war work. If that work were evenly distributed among our manufacturers, it would take until October 1 of this year to finish. Actually, that backlog is not evenly distributed among our manufacturers. I will discuss that problem later. But the fact to note now is that our manufacturers are going to be busy for most of this year on present war contracts.

This is an appropriate time to consider briefly your relations and dealings today with the manufacturers. You have been patient waiting for repair parts. You have been loyal in the past to your suppliers. This is a plea to continue to be patient and loyal. Lest anyone murmur that the manufacturers are in this war business for the profits, remember these facts about war work. You've got to fight hard to get new contracts. You've got to fight hard to protect your backlog against cancellations. You've got to meet desperate delivery schedules, to get your raw materials on time, to satisfy exacting government inspectors. Finally you face renegotiation of contracts and excess profits taxes. At the end, all there is in it is the satisfaction that we have done our level best to help win the war. Your manufacturer hasn't forgotten you and your own needs. So please continue to be patient with him and loyal to him.

To summarize, then, about facilities, your manufacturers are busy and will continue to be busy for many months on war work. That is the first answer to the question "When are we going to get new machinery?"

Second, What about materials? Cast iron and carbon steel which comprise the greatest part of all your machines are in easier supply. But we still have several

[1] *Address delivered before Pennsylvania Newspaper Publishers Association Mechanical Conference, Harrisburg, Pa., April 10, 1944.*

VIEW IN BUFFALO'S CLEMENT PLANT

The view on the front cover of this issue of *Printing Equipment Engineer* was taken in the pressroom of the J. W. Clement Company, Buffalo. In the foreground is shown a Cottrell-Claybourn 48x72 five-color press. Pressroom operation in this plant is practically 100% rotary. Black and color, and color process work are executed here.

The company's slogan is, "Printing for National Distribution," specializing in color maps and atlases, direct by mail pieces, automobile catalogs, booklets, labels, railroad timetables, almanacs and general color printing by modern methods.

All form elements are held to close tolerances in the composing room through a rigid inspection system. The curved plates likewise are produced under controlled conditions to prevent dimensional errors or distortion in the plate and to eliminate excessive makeready in the pressroom, thus enabling the pressman to start production in minimum time.

tough items in the material supply, and without these we cannot complete new machines. Of the metals, copper and brass are tight. So far we have not been able to get enough brass to meet the demand for replacement matrices, for magazines, for press gears and other machine parts. Brass will be tight for some time because immediate direct war needs require much brass mill and foundry capacity.

Any inquiry about materials must also include non-metallic materials and components, too. Thus, crude rubber, plywood, and even wood for cutting sticks used on guillotine paper cutters are critical. So also, are fractional motors, pumps, ball and roller bearings. From these examples, you can understand that the materials situation is not yet clear enough to go far in building new machines, certainly not when we still can't get you all you need for repair parts and operating supplies.

Third, what about manpower? Donald Nelson, Chairman of the WPB, says "Manpower is the most critical determining factor in war production today." This problem is universal—on the farms, in the woods, in business, in transportation, in the war factories. Last week we were all set to approve one publisher's request for press alterations because they would save a sizable tonnage of paper. But the press builder had to decline the work because he cannot spare the manpower needed on the job. Basically, manpower is the business of the War Manpower Commission. But WPB gets into the problem where it affects production. So today, all appeals which go before the Appeals Board of WPB are considered from the manpower angle. Where is the work to be done? Is it a critical manpower area, such as the Connecticut Valley, Akron, Detroit, Chicago? We cannot build printing machinery to any appreciable extent so long as manpower is such a big problem.

Thus far, I have told you that you are going to get new machinery when three things permit: manufacturing facilities, materials and manpower. But there is a fourth factor besides, that of WPB policy.

Fourth, then what about WPB policy? I will talk about two policy matters that are related to the question of new machinery. One is the military outlook, the other is competition.

As for the military outlook, let me state the policy, as expressed on two recent occasions by Mr. Donald Nelson. On January 17, 1944, he said "There can be no general resumption of general civilian production with America's major offensives still to come." And in a radio interview, he said "There isn't going to be any general resumption of production of civilian goods until the picture of the war is more clear." As I said at the beginning of this talk, the business of the WPB is first, war production, and second, civilian production to maintain the production of war goals. But we must keep the two in proper balance. We must take care that war production is not jeapardized—that is, literally allowed to become a divided game.

Now, it is right and proper that we should *plan* for resuming civilian production. Such planning has already begun. We are now setting up comprehensive Industry Advisory Committees. Their job will be to give us counsel in such plans. And their first attention will be to approve plans for amending L-226, to simplify that order and to eliminate restrictions which are not needed as war measures.

The other policy, beside the military outlook, I shall touch upon is competition. Whenever studies are made to resume civilian production the question is raised. Are we going to see to it that everybody is permitted to get off on the same foot, one industry with another, one part of the industry with all other parts? While we agree that such procedure is eminently fair, it will not be possible to carry it into full practice. For, it is partly a matter of luck, in the first place, whether a war contractor made machine tools, or tank parts, or aircraft gears. Some contracts will end sooner than others. We cannot expect everybody to wait until the last piece of war material is done before resuming production of things the civilian economy needs. But while there remains such a large amount of war work to be done, we are trying to keep every manufacturer on it.

Now I have told you the factors that determine when we are going to get new printing machinery: Manufacturing facilities, materials, manpower, and WPB policy. The present supply of new machinery is tiny and the amount which will be available the rest of this year will depend on changes in these same factors. Just as soon as conditions permit, we shall resume the building of new machinery.

EMPLOYMENT
AND SERVICE

Employers, production and mechanical executives may insert notices in this department. Items may pertain to the following subjects: "Executive Wanted," "Association or Partnership Wanted," or "Position Wanted," readers referring to subjects of a personal nature such as obtaining information about addresses of executives, supplying copies of technical articles and magazines, patents for sale or requests for contacts for developing and/or financing of inventions. Any reasonable request by an executive on a subject other than those listed will be granted cheerfully.

Notices may be printed under the following regulations: First insertion (maximum six lines) is free of charge. All subsequent insertions of the same item subject to a charge of 75c per line in advance.

Address all communications with box number to *Printing Equipment Engineer*, 1276 West Third St., Cleveland 13, Ohio.

AT LIBERTY—Mechanical-production manager (or foreman). Many years actual experience on all equipment and in every department of newspaper making including master of the Linotype, Reply Box 200.

Second Award for Intertype

Intertype Corporation announces that a star has been added to its Army-Navy "E" flag. This is the second time this company has won the award for meritorious services on the production front.

In his formal notification of the award to the men and women of Intertype Corporation, Robert P. Patterson, Under Secretary of War, wrote: "You have continued to maintain the high standard that you set for yourselves and which won you distinction more than six months ago. You may well be proud of your achievement. The White Star, which the renewal adds to your Army-Navy Production Award flag, is the symbol of appreciation from our Armed Forces for your continued and determined effort and patriotism."

Will Announce Offset Equipment Improvements

Henry R. Long, managing director of Long Engineering Research Co., states that important changes in the offset equipment field will be along the line of greater versatility with improved functions. At the present time, his organization is manufacturing equipment for the armed forces. Mr. Long also states his organization will announce equipment improvements in the near future. An offset plant laboratory and machine shop is maintained by the company at 1000 Wheatsheaf Road, Linden, N. J.

Di-Wype Die Wiping Paper

CENTRAL Paper Co., Inc., announces development of a die wiping paper called Di-Wype. This new sheet which carries a distinctive color and is made especially for the engraver. It carries a smooth, highly calendered surface, is free from lint and foreign substances which can easily score and ruin expensive dies. Manufacturer states Di-Wype is a tough paper, resists puncture, has plenty of cushion and does not absorb ink. Free samples are available upon request. Write Central Paper Co., Inc., direct, or in care of *Printing Equipment Engineer*.

Cold Padding Glue

A NEW development in adhesives is called Pliatab, a synthetic resin type cold padding glue. According to Paisley Products, Inc., this product replaces pre-war rubber latex compounds. Pliatab is available in red or white (natural) color, in containers ranging from 1 qt. to 55 gal. drums. It is ready to use, applied by water-moistened brush, or dilutable with water for spray guns. It is flexible, states manufacturer, but will stand up under roughest handling. Can be used with or without cloth backings. Allows each sheet to tear off with a smooth edge for feeding into typewriters and office machines. This product, claims the sponsor, serves equally well with all grades of papers, backing boards, and for many special gluing operations on cloth and leather bindings.

Surplus Machinery — *How shall it be disposed of after the war to avoid disrupting the industry?*

PRINTING plant mechanical and production executives should give much thought to the damaging effects upon their industry after the close of the war which could be caused if considerable quantities of partly used machinery and other equipment are thrown upon the market without controlled supervision.

One group in the Graphic Arts Industries, particularly, is now attempting a solution. On March 21 and 22, the Graphic Arts Trade Association Executives met in Pittsburgh to consider the surplus machinery and other problems of the industry. The problem of what is going to happen after the war to the graphic arts equipment which the government has purchased was discussed by Hon. A. E. Giegengack, Public Printer, and Chief David B. Fell of WPB's Printing and Publishing Division Machinery Section.

The Public Printer pointed out that any committee or group (for formulating ways and means for handling the problem) should be really representative of the various groups within the Graphic Arts. *Printing Equipment Engineer's* opinion is that here is an opportunity for collective action in the industry. Notoriously, the Graphic Arts Industries have been noted in the past for lack of unified action. The means for solving a serious problem, however, are now in the making, but its successful accomplishment rests entirely upon the willingness of representatives of the *entire* industry to act *collectively* through a group which already is representative of a goodly cross-section of the Graphic Arts. The remaining need now is that the cross-section representation be made complete.

Suggests Ways and Means for Handling Problem

Following is a summary of the address delivered by Hon. A. E. Giegengack:

THERE is a vast quantity of printing machinery in use by the Government, especially by the War and Navy Departments and the Air Forces, which the Government will not need after the war. Naturally, steps will be taken to dispose of it. Such equipment could be a menace to the entire industry if not properly regulated and controlled. It could be a detriment to printing machinery and equipment manufacturers and, if available in large quantities, could greatly interfere with, if not destroy, the market for new equipment for several years to come.

It could become a menace to the security of already existing printing plants and shops throughout the country. particularly if it fell into the hands of journeymen craftsmen who, finding themselves temporarily without jobs, would decide to "go into the printing business". With low cost equipment and no credit, they would be tempted to sell the finished product entirely on a price basis and thereby would destroy price standards which have taken years to develop and maintain. The adverse results of such a situation would be felt by everybody in the industry. The availability of such equipment might also encourage the establishment of private printing plants operated by firms whose principal business is the manufacture of some commodity other than printing.

What to do with such a situation is a problem which challenges the thought of the best minds in the industry and imposes a responsibility that should be accepted by anyone who has any real interest in the Graphic Arts. Inasmuch as the problem will be industry wide, any effort to solve it should be participated in by representatives of the various groups in the Graphic Arts.

All of you have read recently of the well-considered and commendable plan submitted to the President by Messrs. Bernard M. Baruch and John M. Hancock through the Honorable James M. Byrnes, Director, Office of War Mobilization, whose office is located in the White House in Washington. This so-called "Baruch Plan" was released on February 15.

Like many others in our industry, I have been giving considerable thought to post-war problems, and while it has not been possible to develop all of the details of a plan for the control of surplus post war equipment I am of the opinion that the plan I will suggest offers a workable nucleus to our industry. It provides for industry and Government cooperation and offers a tangible procedure for the control of printing machinery and equipment, which will be released by the Government upon the termination of the war.

You will recall that the Public Printer, under Federal statute, has the first opportunity to obtain printing equipment for which a Government agency may not have further need, and in the exercise of his option may elect either to use the equipment in the Government Printing Office or decline to use it. If the Public Printer does not accept the equipment now in use, then under the existing practice, it may be disposed of to anyone who is interested in purchasing it. Here is the law:

"Title 44—Public Printing and Documents. (59) MACHINERY, MATERIAL, EQUIPMENT, OR SUPPLIES FROM OTHER DEPARTMENTS. Any officer of the Government having machinery, material, equipment, or supplies for printing, binding, and blank-book work, including lithography, photolithography, and, other processes of reproduction, which are no longer required or authorized for his service, shall submit a detailed report of the same to the Public Printer, and the Public Printer is hereby authorized, with the approval of the Joint Committee on Printing, to requisition such articles of the character herein described as are serviceable in the Government printing Office and the same shall be promptly delivered to that office. (July 19, 1919, c. 24, Sec. 3, 41 Stat. 233.)"

Naturally, I do not anticipate that the Government Printing Office will have much need for equipment now in use by other agencies of the Government in their so-called "field printing" plants. So, ultimately, the greater part of that now in use will find its way to commercial channels.

Consideration of the foregoing leads to the inescapable conclusion that all of us should cooperate for the perfection of the general plan which I have outlined. Personally, I should be pleased to assist in any manner possible and will serve as a committee member on any committee that may be created for this purpose or as an adviser or consultant to the committee. I would be glad to use my personal acquaintance and connection with important officials in Washington to the end that the industry's best interests may be served through the proper handling and control of surplus equipment. As I said in the beginning, I feel that the subject warrants the very best attention we are able to give it and that any committee or group which would undertake to meet the requirements of this situation should be really representative of the various groups within the Graphic Arts, all of whom have an important stake in the handling of this question.

Fell Analyzes Machinery Problems

WITH reference to the surplus equipment problem after the war, David B. Fell, Chief of the Machinery Section, said:

The purpose of this meeting is to consider post-war conditions in the industry and post-war relations between printers and their machinery suppliers. Specifically, you are concerned about the impact that surplus government equipment

will make upon the printing industry. My part in your program will be limited to two things: (1) to give you what facts I can about possible surpluses, and (2) to tell you what I can about how the surpluses will be disposed of and the policies that will be followed in such disposal.

Let us proceed first to see what the possible surpluses will be. Here are Bureau of manufacturers' figures, after deducting supplies, repair parts and rebuilt machinery: In 1937, the total value of *new* printing-trades machinery and equipment produced as $66,000,000. That was a good year. In 1939, the total value of product dropped to $46,000,000. That was only a fair year, but better than 1940 and 1941. Last year, 1943, we estimate the total value of product, after deducting repair parts, was certainly not over $12,000,000. This means that on the basis of a good year, the 1943 output of new equipment was only 18% of normal; on the basis of a fair year it was 27% of normal. Which ever way you figure it, that volume represents only nine to fourteen weeks of normal output of our manufacturers. So you will see that at the worst there is not much of a potential surplus inventory hanging over the market.

Even so, if a quarter of one year's production were to be thrown on the market at once, it could be disturbing. So let us see what that $12,000,000 of graphic arts machinery consists of and where it went. The larger part of it went to established civilian users, such as newspapers, magazines and book publishing plants and commercial printers, photo-engravers, trade compositors and trade binderies. This was almost entirely replacement business. It was standard stuff and it will not come on the market as surplus after the war. The smaller part went to the Army and Navy and to private print shops in the aircraft and ordnance plants.

Now the special worry about future Army and Navy surplus equipment is this: The equipment is mostly lithographic. It consists of offset presses smaller than 22 x 34, and the necessary plate-making equipment: cameras, vacuum frames, whirlers, etc. But much of the equipment was specially designed for compactness to operate in mobile trucks and trailers. It was bought for combat duty, for map making, for shipboard use and for advance bases. Some of it will suffer battle damage or rough usage that it won't be worth salvaging. And it may well turn out that it will be too much trouble and too costly to be worth bringing home.

There will be, besides, a much larger number of surplus Multiliths and Davidson duplicators, which have been bought in substantial quantity by the services. This equipment is not handled by the Printing & Publishing Division. But a large number of these machines were bought for combat and foreign duty and many will not be brought back to this country. The printers and lithographers are wondering about the impact of these duplicators on their business.

Essentially then, the surplus equipment hanging over the industry is a modest amount of small-size lithographic machinery and a larger amount of duplicators. This leads to the question: how is this to be disposed of? At the present time a few surplus duplicators are being disposed of by Treasury Procurement. That agency offers the equipment first to other branches of the Army and Navy; then to old-line Federal agencies; to state and municipal institutions, to non-profit charities, to educational institutions and to allied governments in that order. If none of these organizations want the equipment, next it is offered to the manufacturer. So you see that quite a number of potential buyers can absorb the current surpluses before they are available to a commercial user. And because the sale of duplicators has been so largely limited to the military up to now, there is a large unfilled demand for the surpluses from the other agencies I have named.

But of more lasting importance is the blue print or outline of policy for disposing of all surpluses stated in the Baruch report of February 15, 1944. As a result of that report, a Surplus Property Administrator, Mr. Will Clayton, has been appointed within the Office of War Mobilization. And a Surplus Property Policy Board has been set up. The details and procedures of the work of the Surplus Property Policy Board are now being worked out.

It is my understanding that provision has been made for close cooperation between them and the War Production Board. But so far as I know, the WPB, itself will not handle the disposal of surplus property. And when it comes to printing machinery in particular, it is interesting to notice the position of the Public Printer and the Joint Committee on Printing of the Congress of the United States. Under existing law Section 59, Title 44, United States Code, Surplus government-owned printing machinery must first be offered to the Public Printer to requisition for the use of the Government Printing Office. And by Regulations of the Joint Committee on Printing, dated July 1, 1943, "no officer of the Government shall dispose of or sell any (printing) machinery . . . until the Joint Committee on Printing has notified the head of such department what disposition to make of such machinery."

Whoever is going to handle the disposal of surplus printing machinery from now on and after the war remains to be seen. But printers care more about the policies the agency will follow than they do about what agency is to administer the work. It doesn't matter much who's going to umpire the game as long as you and the umpire stick to the same rules. Here are some basic rules which the Baruch report laid down for the Surplus Administrator:

1. Sell as much as you can as early as you can without unduly disrupting normal trade.
2. Listen to pressure groups but act in the national interest.
3. No sales, no rentals to speculators: none to promoters.
4. Get a fair market price for values . .
5. Sell as in a goldfish bowl, with records always open to public inspection.
6. As far as practicable, use the same channels of trade that private business would in disposing of the particular properties.
7. No monopoly, equal access to surpluses for all businesses.
8. Scrap what must be scrapped but no deliberate destruction of *useful* property.
9. Surpluses to be offered in lots of such size as to permit small businesses; as well as large ones, to participate.
10. Surpluses to be leased and sold on credit as well as outright for cash to assure smaller enterprises opportunities that would otherwise be denied them.

Visualizes Newspapers Printed Direct from Photo-engraved Plates

VISUALIZING far into the future, in the 1950s newspapers will be printed from large (photo-engraved) sheets, probably metal, wrapped around cylinders on the presses. You will buy the metal from a supplier with the sensitizing enamel already applied much as the plastic back is now applied as an acid resist by the zinc manufacturer. To get the full advantage of the sensitized metal, it will be necessary to have a camera which will eliminate film. This camera would have to be built on the principle of the photo-composing camera now being used in the step-and-repeat process. That is, the copy would be placed on the board and photographed directly on the metal. Since copy in a newspaper is assembled piecemeal, it would probably have to be placed on the board in piecemeal fashion as it comes from the photographic and composing rooms. The camera could be accurately adjusted so that each piece of copy would be photographed in its correct position on the metal. Thus the metal would be etched and attached to the presses.—*Abstract of address delivered by Harold T. Burns, Edes Mfg. Co., before PNPA Conference, April 1944.*

Collective Action On the Way

IT appears, after all, that there are certain problems in the Graphic Arts industry upon which responsible representatives from different branches of the industry can get together to discuss ways and means for handling a given problem. Particularly, one group of representatives of various trade organizations recognizes that something may come from collective action.

Some of the problems besetting the industry require collective action. There doesn't seem to be any other way to handle them. Even if it takes a war to bring recognition of this fact, it now seems there is no legitimate reason why other present and future problems affecting several branches of the industry cannot be handled cooperatively.

Printing Equipment Engineer is glad to note there is general agreement among the representatives of various segments of the industry that they do have something in common in studying the problem of the Government surplus printing equipment when the war is over.

In pursuing the topic of cooperative action among representatives of the various groups in the industry, it is newsworthy to report that the Graphic Arts Trade Association Executives invited representatives of many trade associations and a number of equipment manufacturers to a two-day conference, April 24 and 25, at the Waldorf Astoria Hotel, New York, as a follow-up of three meetings the secretaries had previously held to consider the question of how the government is to dispose of its surplus printing equipment when the war is over.

Public Printer A. E. Giegengack participated in both days' discussions. He stated that the Graphic Arts industry need not be concerned over typesetting and letterpress equipment or large lithographic presses since there was not too much of this kind of equipment and the Public Printer has first opportunity to acquire any equipment which other governmental departments may not need.

He said that small duplicating equipment—Multiliths, Davidsons, Niagaras, Multigraph and Mimeograph equipment purchases since the war ran into many millions of dollars.

The Public Printer as a result of conferences with the authorities appointed to control the disposal of government equipment suggested that if the Graphic Arts industry and those who manufacture equipment could agree on a plan for the disposal of surplus printing equipment that a Committee could then present it to the proper officials in Washington so that there would be an orderly liquidation, safeguarding the Graphic Arts against fly-by-night speculators.

The meeting of April 24 was set up so that the trade associations could formulate a plan to be presented to the equipment manufacturers who would meet with them April 25.

The conference was unanimous in the opinion that a committee should be set up to present a plan to Washington officials on the disposal of surplus government equipment. The plan as tentatively set up provides for the "Orderly liquidation and disposal of such surplus printing machinery; handled in a manner which will provide the maximum return on investment to the seller with no disturbances of the economic structure of the users".

A Task Committee appointed to work out the details and report to a larger Graphic Arts Equipment Committee includes: Edward N. Mayer, Jr., Mail Advertising Service Association; W. Floyd Maxwell, Lithographers National Association; John J. Meadth representing the National Printing Equipment Association; Walter E. Soderstrom, National Association of Photo-Lithographers; E. G. Williams representing the National Printing Equipment Association, and John A. Bresnahan, Graphic Arts Emergency Council.

The Overall Committee appointed include: Daniel Casey, Miller Printing Company; C. W. Dickinson, R. Hoe & Co., Inc.; Harry V. Duffy, Printers National Association; Hon. A. E. Giegengack, Public Printer; Irving Lamphier, United Typothetae of America; W. Floyd Maxwell, Lithographers National Association; Edward N. Mayer, Jr., Mail Advertisers Service Association; C. C. Means, Photo Engravers; John J. Meadth, Lanston Monotype Machine Company; James F. Newcomb, Joint Committee on Government Relations of the Commercial Printing Industry; Harry Porter, Harris - Seybold - Potter Company; William Recht, Rutherford Machinery Company; Walter E. Soderstrom, Graphic Arts Trade Association Executives, and C. P. Titsworth, Miehle Press Manufacturing Co.

Technical Meetings . . .

ANPA Mechanical Conference—Hotel Statler, Cleveland, June 12, 13, 14, 1944. Arthur Burns, Chairman, Mech. Com. *Herald Tribune*, New York, N. Y. W. E. Wines, Manager, ANPA Mech. Dept., 370 Lexington Ave., New York 17, N. Y.

Iowa Mechanical Conference—Hotel Fort Des Moines, Des Moines, Ia., Sunday and Monday, May 21 and 22. Tod Bleuer, President, Davenport (Ia.) *Democrat*.

Lithographers National Association—Edgewater Beach Hotel, Chicago, May 8, 9, 10. Lithographers National Association, 420 Lexington Ave., New York 17, N. Y.

New England Mechanical Conference—Hotel Statler, Boston, October 14, 15. President, Glendon S. Magoon, Fitchburg (Mass.) *Sentinel*. Secretary-Treasurer, Walter C. Crighton, New London (Conn.) *Day*. Program Chairman, Geo. F. Marshall, Production Supt., Portland (Me.) *Press-Herald-Express*.

International Trade Composition Association—Hotel Statler, St. Louis, Mo., Friday and Saturday, August 18 and 19. St. Louis Typesetters' Association will be host. Association's offices: 629 Chestnut St., Philadelphia 6, Pa.

SNPA Eastern Division Mechanical Conference—St. Charles Hotel, New Orleans, La., October 30-31 and November 1. C. Frank Mann, Chairman. Executive Committee, Louisville (Ky.) *Courier-Journal* and *Times*. Walter C. Johnson, Secretary-Manager and Secretary Executive Committee, P. O. Box 1569, Chattanooga 1, Tenn.

International Association of Printing House Craftsmen—General Brock Hotel, Niagara Falls, Ont., July 24, 25, 26. President, Harvey Glover, Sweeney Litho Co., Belleville, N. J. Secretary, Herbert Threlfall, 55 Pine St., Providence, R. I.

MLCo Printing Industry Survey

A nation-wide Graphic Arts survey has been completed by Mergenthaler Linotype Company with the assistance of Dun & Bradstreet. The survey was conducted by Dun & Bradstreet representatives by personal interviews with executives of 1470 daily newspapers, 806 weekly newspapers, 937 commercial printing concerns, 140 trade compositors and advertising compositors, and 323 banks.

Many questions pertinent to present and postwar operation were asked of responsible plant executives. Their answers are presented in various tables in terms of direct percentages.

Among the questions asked of daily newspaper executives was "Will advertising linage in daily newspapers be higher after the war than it was in 1943? "Yes," predict 81% of the chief executives of some 1500 dailies. This and other predictions of interest to daily and weekly newspaper executives are made in a 32 page booklet, "A Survey of Daily Newspapers", and a 12 page booklet, "A Survey of Weekly Newspapers."

Copies of these two surveys or of booklets having to do with the three other sections of the survey—on commercial printing concerns; on trade compositors and advertising typographers, and on banks—may be had for the asking from any Linotype agency.

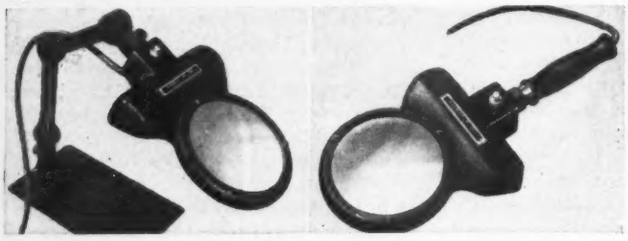
Equipment and Supplies . . .

Flud-Lite Magnifiers

PORTABLE and bench magnifiers which utilize fluorescent daylight lamps and for close examination of artwork, engravings, and proofs, and for sorting of hand set type, have been announced by Stanley Electric Tool Division of The Stanley Works.

Lenses are 5 in. diam. with focal length of 13 in. The fluorescent daylight lamp, which is scientifically focused, distributes natural light over the inspection area without shadow. A rotary light switch is located in the frame.

The bench model is fitted with base and frame swivel and friction arm joints to permit movement of the lens to any desired position without moving the base. The portable model is fitted with hardwood handle grip, and 6 ft. of approved cable with ballast plug.



View of Flud-Lite magnifier for inspecting proofs, engravings, art work and for sorting hand-set type.

Solidflow Pouring Ladle

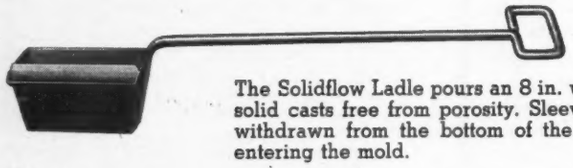
WHAT has been named "Solidflow Pouring Ladle" is announced by Geiger Stereotype Co. for pouring molten into stereotype molds by hand. There are two distinguishing characteristics in the design of the ladle: (1) When the metal is poured it is caused to flow from the bottom of the bowl through a sleeved port arrangement, and (2) The curved pouring lip is 8 in. wide. Both of these features insure that no dross will enter the mold from the ladle and the wide lip design eliminates porosity in halftones, line etchings or type matter. Because the top edge of the port or baffle plate is higher than the pouring lip, no dross or surface metal in the ladle bowl can be poured into the mold.

The 8 in. wide curved lip distributes the metal equally as it reaches the bottom of the mold, thus improving the solidity and cleanliness of the flat casts.

The capacity of the ladle is sufficient to enable one man to pour a full newspaper size 11 pt. flat cast with ample metal to spare and yet the weight is not too heavy for one man to handle.

By simply raising the handle of the ladle slightly, plates down to one column width can be poured. Ladle is evenly balanced.

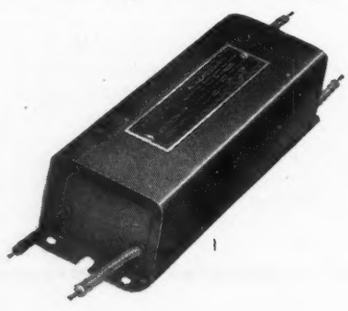
Full particulars regarding the Solidflow Pouring Ladle may be obtained from Geiger Stereotype Company direct, or you may address your request to *Printing Equipment Engineer.*



The Solidflow Ladle pours an 8 in. wide stream of metal to insure solid casts free from porosity. Sleeved port insures that metal is withdrawn from the bottom of the bowl to prevent dross from entering the mold.

Quick-Start Ballast for Fluorescent Lamps

THE new Quick-Star fluorescent ballast, it is announced by The Acme Electric & Mfg. Co., eliminates the time-lag between snapping of the switch and lighting of the lamp on fluorescent lighting fixtures. The Quick-Start fluorescent ballast for use with Instant Start fluorescent lamps eliminates the need for starters and provides instantaneous lamp light. These are now available in dual 40 w. size for two 40 w. lamps, in either end lead or bottom lead designs. Operating from standard 115-120 v. primary circuit, it boosts the voltage to approx. 450 v. for lamp starting. It is claimed that when the Quick-Start ballast is used in connection with Instant Start fluorescent lamps, no sacrifice is made in the accustomed operating advantages or lamp life. If used for other than Instant Start type lamps, lamp life is variably reduced. Old type fixtures may be changed to Quick Start by replacing old type ballasts with the Acme Quick-Start design and installing Instant Start type fluorescent lamps.



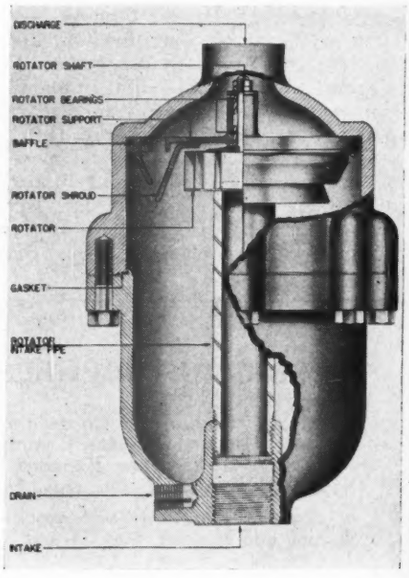
Compressed Air Purifier

IN announcing the Turbo-Rotor Pur-O-fier, the Bird-White Company states this device purifies compressed air and is engineered to any volume or pressure. The Pur-O-fier is claimed to eliminate moisture, scale and oil being passed along to the point of discharge.

The principle of centrifugal force is utilized to accomplish removal of objectionable matter at the discharge point. This is accomplished as follows: The air entering the Pur-O-fier from the intake pipe rotates a high-speed rotor. The rotor beats the atomized moisture and vaporized oil into larger particles which are driven outward and downward by a shroud. As they are cooled, the entrainments are drained off by gravity into a reservoir.

Openings at the top of the shroud discharge purified air. Design of these baffles is based on the principle of aerodynamics, and it is claimed, precludes the possibility of capillary action resulting from high velocity. The rotator bearings are oilless for trouble-free operation.

Two models are available: Model A-2 is fitted with a 2 in. turbo-rotor accommodating volumes from 10 to 35 cu. ft. Model A-4 is supplied with a 4 in. turbo-rotor to accommodate volumes from 35 to 100 cu. ft.



Opened side view of Bird-White's Turbo-Rotor Pur-O-fier for taking moisture, oil and scale from compressed air at the discharge point.

For volumes above the ranges of the two models mentioned above, multiple units are recommended for either regular or intermittent service. A feature of multiple Pur-O-fier installation is that each unit can be provided with a valve for volume control. This procedure is recommended in a system where more than one compressor is used and fluctuating volumes may be required.

If you are interested in further information, please address your request to Bird-White Company, care of *Printing Equipment Engineer.*

Oil-Rite Constant Level Lubricator

THE Type J Oil-Rite constant level lubricator affords an automatically controlled and visible oiling means for most types of bearings. It is used on electric motors, pillow blocks, paper-making machinery, air conditioning equipment, ventilating fans, hear boxes and other applications which must be provided with an ample supply of lubrication.

Manufacturer states operation of the lubricator is governed by simple physical laws, When the reservoir is filled with oil,

View of Oil-Rite automatic lubricator. Oil supply is visible at all times. Made in 2, 4, 8 and 16 oz. sizes.

only enough oil will be released from the reservoir to bring the level in the bearing oilwell to the oil level line marked on the base of the lubricator. Now, when the bearing oil level falls, air is admitted into the reservoir through a vent, to automatically releasing enough oil to restore the original level.

The lubricator consists of three parts: (1) The base, (2) the dome, and (3) the reservoir. In the base are a bottom and side outlet for connection to the bearings, either or both of which may be used. In the center is a large air intake opening which can be connected to a filter if necessary or to a breather tube on the bearing.

Type J lubricators are made in four sizes: 2, 4, 8 and 16 oz. Complete details for all applications will be furnished by the Oil-Rite Corporation, or through *Printing Equipment Engineer.*

Filmonizing Pressure-Sealing Tapes

NATIONAL distribution of Filmonize pressure-sealing tapes has just been announced by International Plastic Corporation. Now available through wholesalers and paper and mill supply jobbers on an end-use statement, each of these self-sealing tapes has been developed for specific industrial applications and military uses.

Filmonize *tapes are used for:* Sealing, identifying, coding, labeling, masking, splicing, insulating, riveting, holding, protecting, attaching, masking, mounting, mending, reinforcing, packaging, and decorating. Widths range from ½ in. to 18 in.

It is claimed that the acetate backing reduces curl-back and telescoping; ends all stretching and shrinking; the tape skims off the roll easily; the adhesive does not ooze under pressure; uniform adhesive tackiness eliminates sweating.

In the case of colored tapes, multicolor identification is a single operation because Filmonize becomes in one, two, or three colors on a single roll. The printing is impervious to scuffing, abrasion, or exposure because the type is imbedded between adhesive and backing.

A booklet on Filmonize industrial tape applications is available through International Plastic Corporation, or by directing your request to *Printing Equipment Engineer.*

Paper and Frisket Cement

IN announcing development of a new non-rubber paper and frisket cement, So-Lo Works, Inc., claims that its product is "transparent, will not discolor paper and is easily rubbed off, even when wet. It has the adhesive qualities of rubber."

This product is used like rubber cement. It is packaged in quart and gallon jars, and is available in unlimited quantities without priorities and for immediate delivery.

Lucite Distributor Rollers for Small Offset Presses

THE Lumirol Co. has announced development of an ink distributing roller that for the present is being manufactured for small offset presses such as L.S.B. Harris, 1722 Webendorfer and for the 1200 Multilith machine. Lucite methyl methacrylate resin, a product of

The assembly of five distributing rollers on the duplicating machine shown here are made from Lucite methyl methacrylate resin. The left roller in the group of three larger rollers also is Lucite.

the plastics department of E. I. du Pont de Nemours & Co., is fabricated by The Lumirol Co. The plastic rollers are in operation on machines used in government agencies in Washington and by commercial firms in New York, it is stated in the announcement. Manufacturer states a precision machining and grinding method provides accurate dimensions. Lucite is a clear, transparent plastic and is easily cleaned.

Slipstik Graphite Lubricant

JOSEPH Dixon Crucible Co. introduces Slipstik, a medium-soft wax-like graphite lubricant in solid form. The stick is enclosed in a cylinder 3 in. long by 7/8 in. diam. Each end is provided with a disk. By pressing one disk inwardly the stick is ejected to the required

length for application. Lubricant is intended for application to doors, bicycle and other chains, auto door striking plates, window and drawer slides, many applications in machinery parts and other uses. Adheres to metal, wood, fibre, leather and all hard and soft materials. Formulated with flaky lubricating graphite in combination with other lubricants.

If-

IN speaking recently before the New York Photo-Lithographers' Association, President Harry E. Gould of Reinhold-Gould, Inc., discussed *The Paper Outlook,* early in April. Among other remarks pertinent to the manufacture and use of paper, Mr. Gould said:

"Some venture to state they believe paper mills will be able to build up a little pulp inventory during the third quarter. On the other hand, it is the opinion of others that the situation will get worse before it gets better. It is the speaker's opinion that the crux of the situation revolves around the two-letter word "if."

"(1) If the waste paper drive is tremendously successful and accomplishes its original purpose, more paper can be made and, hence, ease the situation.

"(2) If the abundance of material that the armed forces are accumulating so that the pending invasion will not be effected by the old complaint 'too little and too late' and if the invasion is immediately successful, which we know it will be, there is every possibility to believe the demands of the government would then be lessened and consequently ease the paper situation.

"(3) If by going to still lighter weights the yardage of paper can be spread, this might possibly ease the situation.

"(4) If the pulp accumulation reaches and exceeds the goal set, this might ease the situation.

"(5) If efforts are continued to eliminate both the government's and in some cases civilian waste of printed matter, this might ease the situation."

THE NEWSPAPER PRESSROOM

during the war and after — Speaker points out present conservation methods, helpful suggestions — Cites need for publishers' research program preceding purchase of new after-the-war equipment

By WALTER OGDEN*

**Pressroom Supervisor, Scripps-Howard Newspapers, and Pressroom Superintendent, the Cleveland* Press. *Address delivered before PNPA Mechanical Conference, April 1944.*

IN discussing the pressroom of the present war period and the after-the-war revision that must come, I am going to quickly go over the war time pressroom. I am certain all here have drained the barrel in the way of economies toward the conserving of newsprint which is the major problem of the publisher today. I am sure we have all cut our print width to the minimum. We all should secure maximum linage per page by the filling of cylinder slots and the reducing of margin bars with the corresponding changes which are minor in the composing and stereotype rooms. There is no semi-cylindrical press that with correct changes cannot run an overall print length of 1 in. less than sheet cut giving a 2% to 3% linage. The difficulties are narrower head and tail margins requiring a more careful operation and a smooth feed of the webs—can't have any of them floating—and a much more difficult task putting on blankets.

However, in the Scripps-Howard papers all new presses are built with 3¾ in. slots, ½ in. margin bars and the blanket cylinders are equipped with a blanket clamp that eliminates putting the fingers into the slot when putting on blankets. On old presses that do not have this clamp, when running a two-piece packing, we usually get the underblanket on the pins which is not so difficult, and then reel both ends of the top blanket having a 6 in. flap sewed on for this purpose. Three-piece combinations are more difficult but we have had signal success by putting a flap on the top blanket and pinning it to the topsheet which is reeled at both ends.

Scripps-Howard Newsprint Conservation

We have no universal rule in the Scripps-Howard papers about the use of a standard width newsprint. Each plant uses its own judgment but of course, none of us is allowed to get too far away from good operation. In our case, we have cut to 65½ in. paper, eight 12 pica columns, with 3 pt. rules. We have done this almost entirely mechanically because we cannot see the reason for reducing paper widths by excessive shrinkage and then surrendering a lotta dough to the advertiser through short measurements.

Shrinkage also does not reduce center margins. We are getting 9/16 in. shrinkage and this permits through mechanical means only a ¾ in. center and ⅜ in. side margin which was reached by cutting press rings and clips to a minimum of 9/16 in. across the sharp top on 60 deg. bevels. Also cutting a 45 to 60 deg. bevel will give you ½ in. across the four pages. This we are certain is the absolute amount you can cut rings and keep out of trouble.

Light Weight Paper

Further economies must come through the use of a more sensible makeup and a lighter weight paper. I know this light paper is a sore spot to my good friends, the papermakers, but on the other hand they must remember their good friends and customers, the publishers, are in sore straits due to newsprint shortages. Many have been driven to suspension or consolidation. Many more face the same thing and if this life-saving transfusion of 6% additional yardage can be secured, then let us have it and as it is not a matter of money, let us pay the papermaker for the losses he claims will attend the manufacture of 30 lb. and may I add, lighter paper. This is war, fellows. Even our pants have been rationed and we one and all must adjust ourselves to the unnatural conditions we must meet. These conditions are only temporary, however.

We will all continue to print good papers regardless.

Quality Printing Not Child Of Any One Department

And while on this subject, let me say that quality printing is not the child of any one department. It is the cooperative action of all departments. Not so long back, one of the high officials of the Scripps-Howard newspapers was in town and 'phoned me from the hotel to come over as he wanted to talk with me about the paper. He said, "You are doing a pretty good job of printing and I want to know how you do it. Is it equipment, materials, or personnel?" I was floored for an answer so I told him that it was the "interlocking cooperation of the various mechanical departments." Upon returning to the plant I was discussing this with the business manager, who sez, "What is this interlocking cooperation thing? Is it when you and the stereotyper get out in the hall and call each other sob's?" Now while that wasn't exactly the case, still a little getting together once in a while helps lots.

One of the best systems to keep printing inequalities at a minimum is for the mechanical heads to meet daily with the business manager, editor, and advertising manager. Let the fellows out front tell you what hurts them in the paper and let the mechanical men search it out. Do this daily, preferably after the first run, for then things can be corrected for the day. Eternal vigilance and perfect cooperation between departments is the only way to get quality operation. Naturally we have arguments. Why not? Nothing clears the atmosphere more. Mebbe the pressman will wail: "If Joe Doakes in the stereo would just give that mat a bit more squeeze I could do wonders down here in the pressroom." Mebbe so, and could be, and also mebbe the stereotyper would be safe in saying: "If old Carbolic Acid down in the pressroom would set his rollers and take that damn impression wrench outta cold storage and use it on some new blankets, why we'd approach the art preservative a bit more and mebbe win the A.N.P.A. award."

Mebbe both are right. And mebbe if the management would loosen up a bit and get both the boys some new material everyone could do a better job and the boss wouldn't have so many adjustments to profit and loss. On one trouble job in a small town I found the press blanketed with blankets 0.020 in. too thick, causing more trouble than would patch hades a mile. Upon asking the pressman why, he sez the boss said to get thicker blankets so they'd wear longer. On another, when the metal went bad suddenly it was found that the business manager on this morning paper had received a requisition for metal from the stereotyper that morning and had gone out in the stereo room to nose around and found the dross barrel which he had the porters dump into the pot and then left a note for the stereotyper saying: "Why do you requisition metal when you have a barrel?" That paper got out on the job pot for that issue.

Lengthening Receding Newsprint Yardage

Now this is the time for the mechanical man to do everything he can to lengthen the receding newsprint yardage and there are a few small things that cleared up will make savings. One is to watch the length of your sheet cut. An overcut of 1/16 in. on the sheet cut will average an over-consumption of approximately ¼ of 1%. I have encountered presses cutting ⅛ in. over-length. Now what to do. There isn't much you can do unless you find the press is needlessly overpacked. If the folding mechanism demands paper you got to give it or stop the demand or there is trouble. Sheets will pull in wrinkles to the folders, webs break between press and folders, balloon leads break when the press feeds less paper than the folders require. On one such trouble job the presses were overspeeded

for surface travel all the way through. Drag rollers, bending rollers, etc., as well as the folding and cutting cylinders were over-surfaced. In this case we took out the folding and cutting cylinders and took a cut off the periphery of both. We cut drag rollers the same percentage and removed driving gears from all straight sheet pipe rollers which were driven and left them on the bar sheets which always float a bit. After doing this we were able to blanket standard and maintain the sheet cut. Don't do any cutting on any press though until you check with the engineers who determined the over-travel of the webs through the press. In this particular case, a publisher's representative had specified the over-drag on the surfaces because he had some presses previous that gave him trouble with walking sheets.

We have revived the old stunt of running a three-section paper without balloon formers with, of course, one section tabloid. This gives the advertiser in some cases a much better application of his limited space. As you possibly know, this is done by arranging the webs so that the dinkeys that make up the tabloid come down between the two formers and on the cover of the inside pages over either or both formers. The same thing also is done on single width-presses when two-section papers can be produced, straight run.

Waste and How To Check It

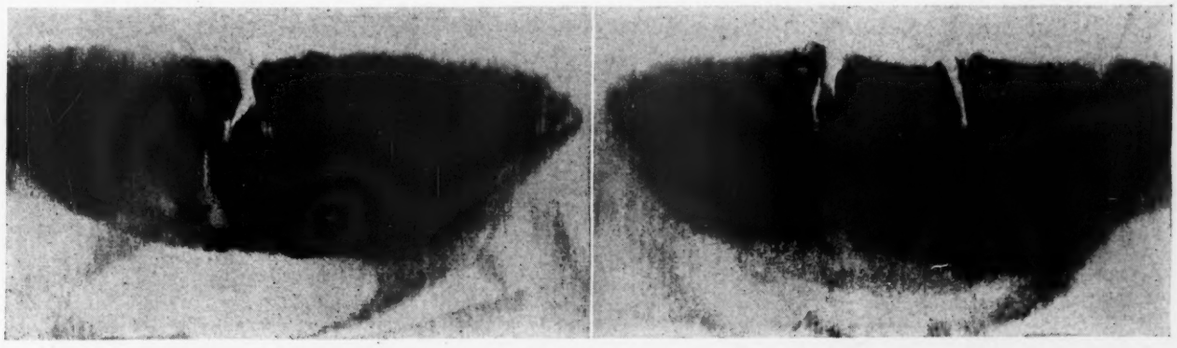
Now about this thing called waste. There is no sense in causing waste in a mistaken effort to save it. Under this head can come core waste. Where is the saving in coasting your press along at slow speed for many minutes producing inferior printed and folded copies, unwinding the last sheet off the core and in the end lose the lead and cause waste from every web going into the press? An unusually low core waste goes hand in hand with a heavy print fold waste. An efficiently operated rewinder can do wonders here.

I do not see the virtue in the assembling of good papers from spoiled papers. That is taking good sections from spoiled papers and putting them together. The product usually is a finger-smeared one and the possibility of getting a paper containing duplicate sections is potent. I personally know of one reader who on two succeeding nights got papers containing two of the same sections. An advertiser would demand a refund unless he possibly got the sections with his ad in both.

I do not believe in fooling yourself or the front office about the waste. If you have it turn it in. I worked at one time for an old sinner who had a standing bet that he never had more than 75 lbs. of waste per press per night. And he didn't because of the location of the boiler room which was at the end of the pressroom. When the 75-lb. limit was reached the rest went there. Other old timers had a favorite rag man who did more to keep their waste percentage to a fair report record than the old-timer did himself, and gave him a bit of pocket money besides.

I have seen operations where the print folded waste was sent to the mailroom for wrappers and this waste taken off the pressroom report. Quite wrong. Conserving newsprint waste is done differently than the old adage advised: "Watch the little things and the big ones will take care of themselves." With newsprint waste, if you watch the big things there will be few little ones to annoy you. Check car-loading, check humps in the railroad, check warehouse handling, and the operation of receiving, storing, and taking to the presses in your own plant and you will be on the track of real savings.

(*Continued on Page 24*)



RESULTS OF TESTS conducted by Walter Ogden in pressroom of the Cleveland *Press* to show the fallacy of washing the blanket on second impression press cylinders to prevent transfer of offsetted ink from the first impression side of the web at the time the second impression is being made on the opposite side of the web.

Fig. 1.—Mark made against plain newsprint which was held under pressure of several fingers against the unwashed blanket of a second impression cylinder for 3 revolutions. In this test, the cylinder carried a topsheet having a highly glossy finish. All reproductions same size as originals.

Fig. 2.—To make this test, the cylinder was washed, cleaned and dried and permitted to make 100 printing revolutions. A similar section of plain newsprint as in Fig. 1, was held against the blanket for 3 revolutions after 100 printing revolutions of the cylinder. There is no visible difference in color density of offsetted ink transferred to the two specimens.

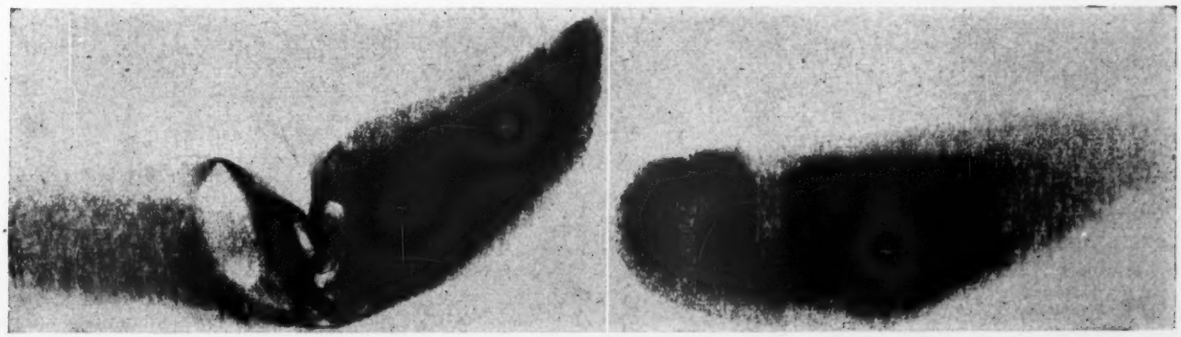


Fig. 3.—In both this Fig. 3 and Fig. 4, a section of plain newsprint was held against a second impression cylinder carrying a dull finish top sheet. In Fig. 1, the blanket had been used in printing an indefinite number of impressions without washing. Duration of contact of paper with blanket was 5 revolutions.

Fig. 4.—The second impression cylinder carrying the dull finish top sheet (as in Fig. 3) was washed and dried thoroughly. After the cylinder had made 500 printing revolutions, this specimen was secured by holding plain newsprint against the cylinder for 5 revolutions. Color density of both specimens is approx. identical.

Warns Industry that no Aladdin's lamp will be rubbed to revolutionize printing industry—Speaker reviews present role of offset-lithography as well as its future

By H. A. PORTER*

**Vice President, Harris-Seybold-Potter Co. Abstract of address delivered before meeting of Philadelphia Club of Printing House Craftsmen, April 1944.*

PRACTICALLY all types of printing have been, and are being, produced by lithography such as commercial printing in all classes, form work, advertising printing, in fact almost any form of the printed message that is produced by any process. The classes of printing that might be termed specialty or manufacturing printing have found lithography to be adaptable to their fields. Label firms, companies producing displays, point - of - purchase advertising, book printers, carton manufacturers, are all users of offset lithography.

About a year ago the American Institute of Graphic Arts held the first clinic for books produced by offset. To this clinic, 116 publishers and lithographers submitted 548 entries. This response closely approximated the number of entries in book clinics that the Institute had held year after year and is indicative of the acceptance of offset by book publishers.

In addition to the complete production of books by offset, there are book jackets beautifully done in color by lithography. Ninety winners were selected from the 548 entries and these have been sent around the country as a traveling exhibit by the American Institute of Graphic Arts.

Printing in the War

Wartime uses of offset-lithography have been many and varied. Almost without exception lithographers have been busy in essential work related to the winning of the war. Regardless of the method of printing, letterpress, offset or gravure, the Graphic Arts have been kept tremendously busy throughout the country, meeting printing needs of a nation at war. The essentiality of our part in the entire scheme of our economy has been definitely established; we are contributing to the war effort.

There are thousands—perhaps millions—of posters that have been produced by lithography. Parts books and instruction books for war machinery have been produced to familiarize our Armed Forces with their new duties. Maps in almost unlimited quantities, covering all parts of the world, have been lithographed and placed in the hands of our Armed Forces.

There is a bright future in the post-war period for the entire Graphic Arts industry. Plans have already been made for tremendous increases in the volume of printing to carry on our post-war economy. All of us realize the necessity for the re-establishment of trade names, brands and many other new things that will be the result of the war. New products will have to be introduced to the buying public. They will all require printing and there should be a big volume of printing in all classifications.

The Future of Offset

There is food for thought in an article by Kenneth R. Davis of the Specialties Unit of the Bureau of Foreign and Domestic Commerce in the January issue of *Domestic Commerce*. Mr. Davis shows, that in 1929, the total products and receipts of the industry were slightly over three billion dollars.

Mr. Davis projects the future volumes of various phases of the graphic arts based on the higher national post-war production for which we are striving. All elements in the graphic arts, according to Mr. Davis, can expect higher volumes.

The Bureau of Census figures for the graphic arts for 1939, after the well-remembered depression years, were slightly over two and a half billion dollars—a considerable decrease. However, during this time, of the total—which included newspapers, periodicals, books, general commercial printing, engraving, typesetting, electrotypes and stereotyping and some other classifications—lithography was the only division of the Graphic Arts that showed an increase in 1939 over 1929. This increase was approximately 20%.

The Future of Offset Equipment

You will be interested in knowing something about the equipment of the future. Just as I am sure that our company will endeavor to meet the needs of the industry, I am sure that this will be practically universal. It has been true in the past and I believe that the manufacturers of equipment are alert to the needs of the future and will not be found wanting when the time comes. I think that generally with the same efficiency that machinery manufacturers converted their plants to war work, they are considering the needs of the industry in the post-war period.

I believe that those developments will not be revolutionary; they will come slowly; they will be evolutionary. For some months our company has been engaged in an extensive market study and analysis. Next only to our avowed purpose of helping in the winning of the war, has been our consideration in connection with post-war planning.

For about nine months, however, we have been engaged in a form of pre-selling which, in reality, is nothing more than a market analysis with real "teeth in it". We have requested our customers to indicate to us what they want—or what they would like to have—at the end of the war. We started in a small way—Customers accepted the suggestion with enthusiasm and this volume now, figured at 1941 prices, is in total, much larger than we anticipated. This information will enable us, when the time comes, to do planning and manufacturing without the necessity of guesswork.

There is a great deal of loose talk about post-war products in many lines and the future is being harmed by reason of this talk. . . . Many pre-war products will have to be offered first because of the time element and the impossibility to immediately utilize new products. This applies to Graphic Arts machinery.

Nothing is going to revolutionize an industry the day after the war is over, or as soon after the war as new equipment can be manufactured. It is perfectly safe to assume that in the years following the war new press equipment will be available and that improvements will be made.

There will be greater utilization of the things that we already know about lithography and equipment, the present use of which has been impossible because of the war. For example, the transmission of negative positives, or cellophane proofs, by plane for reproduction thousands of miles away is certainly going to play an important part in the lithography of the days to come. There is no doubt but that there will be developments in color photography; post-war lithography should be a "blaze" of color. Already there are new color films that can now be developed in your own plant.

What is done after the war by both yourselves and equipment manufacturers will depend largely upon existing conditions. We know there will be a tremendous pent-up demand. If any individual with a knowledge of an industry will use good judgment, it will be obvious that no new equipment will appear that will obsolete everything in use overnight. No Aladdin's lamp will be rubbed to revolutionize lithography or any other industry.

Changes Corporate Name

Selas Corporation of America, it has been announced is the new corporate name of The Selas Company. Offices of Selas Corporation of America are at Erie Ave. and D St., Philadelphia 34, Penna. Officials of the company state the change of company name was necessitated by recent expansions, and by ramifications of the company's domestic and export activities. No change in organization, service, personnel or objectives is implied. In the printing industry, Selas is identified with its development work in Vaporin ink drying on high-speed web printing presses.

WASTE STOCK

control method means saving considerable money per year in the printing plant—Kept without extraordinary care

By STAFF WRITER

THE savings in waste to be made in any printing plant are considerable. The subject receives intensive thought by the conscientious executive who wishes to be regarded as efficient. Quite often, however, a plant executive may be heard to remark: "I haven't got time for bookkeeping," when the possibility for conserving waste of any kind may be called to his attention.

One kind of waste eliminator is in use by Superintendent Ed Samuel in the A. S. Gilman commercial printing plant, Cleveland. It consists of a loose leaf book cover for inserting a specimen of waste left over from jobs done in the plant. The cover is supplied with five dividers, each of which is labeled as follows: Fancy Papers, Bonds, M.F., Supers and Coateds.

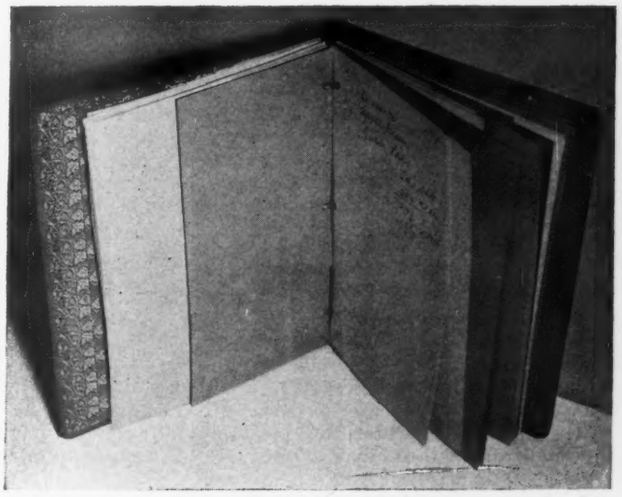
When waste occurs in the stock room, the stock man sends a sample of the paper to the superintendent's office, together with information as to kind of paper, size and quantity of sheets. For instance, the waste may consist of 700 sheets of buff index, 10½ in. by 30½ in. which were trimmed from original stock size sheets 25½ in. by 50½ in.

A sample of the buff index is punched for and inserted in the superintendent's waste record book. On the specimen so inserted the information received from the stock room is written on the specimen sheet itself.

To illustrate the superintendent's method of keeping a record of the use of any certain kind of waste stock, we will assume that the original line entered on a specimen is as follows:

8000 sheets 6½ in. by 11 in., 220 lb. Index Bristol

Edward T. Samuel, Plant Superintendent, A. S. Gilman, Inc., Cleveland commercial printers, maintains waste stock book which is an important endeavor, particularly in view of the present extreme necessity for conserving print paper.



View of left-over paper stock specimen book kept by the superintendent of the A. S. Gilman plant in Cleveland. A sample of all usable paper is entered in the book and a memo is kept on the sample as the stock is requisitioned out for jobs.

Some time later, the superintendent requisitions part of this left-over stock from the stock room. The penciled entry on the sheet will appear as shown above. Each entry indicates automatically how much stock remains for use. Also shown are subsequent entries as the stock is ordered out for printing jobs:

8000 sheets, 6½ in. by 11 in., 220 lb. Index Bristol
1800 sheets, Order No. 999

6200
200 sheets, Order No. 1506

6000
1000 sheets, Order No. 1802

5000 sheets, etc. As needed stock is requisitioned from waste.

As each quantity of waste occurs when stock is being trimmed, the stock man places the waste in a compartment or is wrapped in case it is advisable to do so. After the stock man has sent a sample and a memo to the superintendent giving information as outlined above, he can forget about having it until a requisition is sent to him. The waste paper baler is indeed a useful piece of equipment, but in the Gilman plant it is used only for unusable scrap and plant waste.

Mat Shrinkage Investigation in Collaboration with ANPA Papers

IN his annual report to the American Newspaper Publishers Association convention held in New York the latter part of April, W. E. Wines, Manager of the Mechanical Department, states that the Department, in collaboration with the NAEA and AAAA, has conducted during the past year an elaborate study of mat shrinkage in the direction of column length and its effect upon advertising linage. The study covered both ads furnished by agencies to newspapers in the form of plates and also ads furnished in the form of mats. Approximately 43 newspapers cooperated by furnishing proofs, tear sheets and other information relative to agency ads appearing in a six-day period. The report has been issued in two parts—one covering ads furnished in plate form, and the other covering ads furnished in mat form.

With reference to WPB orders, the Mechanical Department inaugurated a new service to members in April 1943 in the form of a Purchasing Agents' Handbook, issued at irregular intervals on green paper in loose-leaf form. Up until the time of Mr. Wines' report, 43 sheets had been issued. It has been the endeavor of the Department to have these sheets cover the procedure necessary to purchase the most important items used by newspapers. Whenever an order relating to a material which has been covered previously by a sheet is amended or otherwise changed, a revised sheet is issued promptly.

The manager reports that an instrument for determining the tensile strength and percentage of elongation of newsprint has been added recently to the Mechanical Department equipment. "This instrument," states Mr. Wines, "gives results which are much more informative and useful than those obtained by the Mullen pop tester. It has been employed to test samples of 30 lb. newsprint submitted by member offices. The tests showed that in every case the 30 lb. paper was amply strong to run through a newspaper press. In a few cases, where an office submitted samples of both 30 lb. and 32 lb. paper, it was found that the average of tests on 30 lb. paper showed a higher breaking strength than the average of tests on 32 lb. paper."

In addition to the items discussed above, the Manager states his office has spent a large fraction of time to the scrutiny of WPB orders; the 1943 Conference-By-Mail is discussed, as are the Mechanical Bulletins issued during the year. The observation is made that the cooperation of member newspaper executives in continuing their participation in collecting newsprint waste reports is gratifying. Newsprint waste is an item of extreme importance especially in view of the current paper shortage.

ATF's "Plan Now"

Program Designed To Help Printer with Postwar Planning

Any effort that will help the printing industry set its house in order will help to shorten the process of reconversion in every industry. Briefly, this is the broad objective of the "Plan Now" program developed for the industry by American Type Founders.

ATF reports that interviews with hundreds of printers revealed that practically none of them were making postwar plans, and the reason generally given was that "they didn't know what to do." The ATF "Plan Now" program is designed to correct that situation by (1) Showing printers the need for postwar planning; (2) Showing them, step by step, just how to go about it, and (3) Supplying them with the necessary forms and full information for using them.

The first two points are covered in a 20 page booklet "*How To Plan Now for Tomorrow's Printing.* If a printer, having read this, is sufficiently interested to want to do something about it, he can ask for and will be sent a complete kit of Analysis Forms, by which he can: (1) Analyze his customers' printing requirements tomorrow in terms of chargeable production hours; (2) Do the same for

his prospective customers; (3) Analyze his present production equipment; (4) Ascertain what new or additional equipment, if any, he will need to handle the postwar volume, based on the above facts, and (5) Analyze and "balance" his type equipment in the light of the revealed postwar needs.

It is stated by ATF that the plan is being put into operation on a nationwide scale through sales representatives of the company and by mail. Full particulars will be furnished by American Type Founders, 200 Elmora Ave., Elizabeth 3, N. J., or any branch office.

Celebrates 25th Anniversary

On April 15, The Therriault Press, 82 West Pearl St., Nashua, N. H., celebrated the 25th anniversary of its establishment in 1919. Joseph A. Therriault, then as now, is proprietor of a considerably expanded business since establishment. The firm does general commercial printing and deals in office furniture, office supplies and machines, and does office-machine repairing. In a sentence included in the anniversary folder we are informed: "The Therriault Press is equipped to print anything from a card to a newspaper." Formal invitations to an open house were issued to customers and friends of the firm in observance of the anniversary.

The General Engraving Co., has announced that its stock papeterie division is now functioning as a separate division. The new division is known as the Aristocrat Paper Co. with offices and factory at 517 South Jefferson St., Chicago, Ill. At the annual meeting of the stockholders of the General Engraving Co., Harry Cohn was elected to the newly-created office of chairman of the board. Harry O. Sandberg was elected president to succeed Mr. Cohn. Other officers elected were: Vice president, Saul Paris; secretary, Marion Gillis, and treasurer, Harry Cohn.

Will Return to Use of 16 ga. Metal As Soon as Change is Practicable

WHEN . . . metal restrictions are lifted, . . . I look for a gradual return of practically all photo-engravers to the conventional 16 ga. metal. There are a few specialty houses, for example those who make plates for comic books which require only one mat, who possibly will hold to 18 ga. metal for an indefinite period. There is not a question that there are certain types of jobs that can be done just as well on 0.032 in. or 0.049 in. metal as can be done on 16 ga. metal, but 16 ga. is the most versatile of all gauges. So the typical photo-engraving superintendent is going to eliminate the nuisance and attendant headaches of thinner gauge metal and return to 16 ga. just as soon as such a change is practicable.—*Excerpt from address by Harold T. Burns, Edes Mfg. Co., before PNPA Mechanical Conference, April 1944.*

WPB Notes

Adjustments of Magazine Print-Paper Quotas

ADJUSTMENTS of certain magazine print-paper quotas were announced on March 25 by Allen E. Norman, chief of Magazine and Periodical Section of WPB's Printing and Publishing Division.

Two lists were released. One list contains the 1944 equivalents of grants made in 1943 in the form of permanent adjustments of publishers' base period usage. The other list contains new grants made between December 24, 1943 and March 18, 1944, on appeals to WPB.

Some magazine grants announced in 1943 were available for use only during that year, since they were made to take care of temporary emergency conditions. Other grants announced in 1943 were in the form of permanent additions to publishers' base period consumption. They were made to compensate for inequities arising during the base year, 1942. This second type of grant increased the amount of paper that publishers may consume in 1944, as it did in 1943, although the increases in paper consumption permitted this year are less than the 1943 grants because of the further limitations imposed on all publishers in 1944.

"The grants contained in the first list are not new grants," Mr. Norman emphasized. "They are merely the 1944 equivalents of adjustments which were made and announced in 1943. They are reviewed now in order to make clear which of the grants announced in 1943 permit additional consumption in 1944, and to point out the greater curtailment in 1944 on the basis of the permanent adjustments made in 1943."

Steel Strapping Order (M-261) Revoked

TO effect further savings of lumber, fibreboard, twine, rope and paper, steel strapping will be permitted for domestic shipments of 90 lbs. and less, the War Production Board reported on April 12.

Order M-261, which prohibited the use of steel strapping for domestic shipments not exceeding 90 lbs., has been revoked.

"In reaching this decision, it was necessary to weigh the relative shortage of steel, lumber and wood pulp for paper," Edward J. Detgen, Director of the WPB Containers Division, said. "A very small amount of steel will be required for the additional strapping, but the demand for paper adhesive tape, rope and twine, will be noticeable relieved. The use of steel strapping makes it possible for many shippers to utilize wood or fibreboard cartons of lighter specifications, a most important saving. Finally, steel strapping often reduces time required for packing, an important manpower consideration."

Procedure Standardized for Filing for Additional Print Paper (L-241)

STANDARDIZED methods of filing appeals for additional print paper by commercial printers were announced by the Commercial Printing Section of the War Production Board's Printing and Publishing Division on April 22. Heretofore, letters were accepted, but as they seldom contained all the necessary data and information, the Commercial Printing Section, which supervises the allocation of paper to some 50,000 printers throughout the country, has designed a new application form for their guidance. For the first time, data as to essentiality of types of printing are requested for the information of the division.

Under WPB Limitation Order L-241, which governs all commercial printing, but not the publication of books, magazines and newspapers, printers who use up their established quotas may file appeals for additional print paper. Such appeals are considered and granted by the WPB Appeals Board if undue hardship is established or actual necessity to the war effort is shown.

The new form, WPB-3605, is simple and only one copy is required. It calls for definite statements as to tonnage of paper needed, reasons therefor and specific use. Data on usage of paper in 1941, 1942 and 1943 and the types of printing produced during those periods are requested. Two general sub-divisions are designated: functional printing, or such products as checks, stationery, bills, labels, tickets and business forms; and what is classified as promotional items, including calendars, albums, catalogues house organs, maps, posters and display advertising.

Facts having to do with the base quota period, the year 1941, are also required, so that the division may determine whether or not any injustice has been imposed on a printer who did not for some reason handle an average volume of business in the base period. If an adjustment as to base period is requested by a printer, he is requested to supply the amounts of paper used each year from 1939 to 1943, inclusive.

Since the first of this year the WPB Appeals Board has granted 585 requests covering a total of 17,000 tons of paper. Last year nearly 85,000 tons of additional paper were requested by commercial printers, but only 33,690 tons were granted. The largest grants were made to printers who were producing continuous forms, such as multiple sets of paper used with carbons or other means of duplication, WPB officials said. These were used mostly in war operations, it was pointed out, and were considered as essential war-time materials. Approximately fifty appeals are now pending, action having been delayed because of inadequate information or through the process of consideration, WPB said.

WPB-1319 Instructions Booklet

SOME WPB orders (with particular reference to the printing industry) require specific authorization for the acquisition, sale or delivery of equipment to be obtained on WPB Form 1319 (formerly PD-556). The War Production Board has issued an 8 page booklet entitled *WPB-1319 Instructions*. This booklet is obtainable at any WPB office. It contains all of the items released on Form 1319. The items explained in the booklet should not be applied for on WPB Form 541. If a preference rating is required, it will be assigned on WPB Form 1319. A separate application on WPB Form 541 is not required.

Listed alphabetically in the booklet are the classes of equipment, orders for which require the use of WPB Form 1319. For each class or item is shown the WPB order number and the name of the WPB division controlling the equipment, the Bureau of the Budget number, filing instructions, as well as special instructions for filling out WPB-1319 form.

Of special interest to the Graphic Arts industry, procedures for the following commodities and orders are explained:

- Appliances, electric, new, as listed in Schedule A of Order L-65.
- Burners, oil, Class B—L-74, Plumbing and Heating Division.
- Fans, electric, domestic and commercial. L-176, Consumers Durable Goods Division.
- Fire apparatus, new, motorized and auxiliary. L-43, Safety and Technical Equipment Division.
- Graphic Arts machinery, new, used, or reconditioned. L-226, Printing and Publishing Division.
- Photographic equipment and accessories, new, as defined in paragraph (a) of Order L-267.
- Pulp, paper and paperboard making machinery. L-83, Paper Division.
- Signal and alarm equipment, and air raid warning devices. L-39, Safety and Technical Equipment Division.
- Stokers, coal. L-75, Plumbing and Heating Division.
- Trucks, industrial power, new and used. L-112, General Industrial Equipment Division.

Removed for Duration

H. H. Heinrich, Inc., formerly at 200 Varick St., New York, announces removal to H. H. Heinrich, Inc., Andover, N. J. In order to supply proper service, spare parts and to participate in postwar planning, the company's office has been moved to Andover, N. J.

MANY IDEAS *advanced at PNPA Mechanical Conference for facilitating newspaper production under war conditions*

By STAFF WRITER

NEARLY 150 mechanical department executives from newspapers in Pennsylvania, with a sprinkling from adjacent states, and two-score manufacturers' representatives attending the 1944 Mechanical Conference of the Pennsylvania Newspaper Publishers' Association at Harrisburg, April 10 and 11, gained a fuller insight into the multitude of obstacles to printing a good newspaper in wartime.

Those who were able to leave their presses, composing rooms, photo-engraving cameras, and metal pots to participate in the two-day exchange of ideas agreed that the hours spent at the several sessions would be of immeasurable value in solving their problem.

Discussions covered a wide field, particularly emphasizing the problems of smaller daily newspapers, nearly 100 of which are PNPA members. It was brought out in the conference sessions that these papers were hardest hit in manpower shortages. Representatives of the larger papers provided a wealth of material on wartime practices and post-war predictions that are readily adaptable to mechanical department operations, on papers large and small, daily and weekly. Among those who spoke were: J. P. Grant, Mechanical Superintendent of the *Evening Bulletin*, Philadelphia; Joseph H. Hutton, General Manager, Engraving Department, Philadelphia *Record*; Walter H. Ogden, Pressroom Superintendent, Cleveland *Press* and Pressroom Adviser for Scripps-Howard Newspapers, and Bernard F. Garrity, Mechanical Superintendent, Gannett Newspapers, Hartford (Conn.) *Times*.

Predicting that the value of new machinery to be installed in the immediate post-war era, in the newspaper industry would reach $50 million, Mr. Ogden called for publisher-financed research so that newspapers can keep abreast of the times in machinery development.

In line with this discussion, David B. Fell, chief of the Machinery Section, WPB, predicted that new equipment would not be available for some time. He explained that shortages of manpower, materials, plant facilities, and WPB policy will delay resumption of civilian manufacturing until Victory is nearer realization.

Need for Better Cylindrical Plate

"There is need for development of a more perfect cylindrical printing plate," W. E. Wines, ANPA Mechanical Department Manager, told the group. He predicted development of some material, possibly one of the plastics, that would supplant paper used for mats. He discussed the utilization of statistics and research developed for the joint ANPA-Government Printing Office research project several years back. This research, conducted in the G.P.O., was discontinued with the onset of the depression in 1929.

Electronics will have wide use in the printing industry, especially in the operation of variable speed d.c. electric motors up to 25 h.p., F. W. McChesney, Industrial Manufacturing Division, General Electric Co., demonstrated to the audience. He predicted utilization of electronic timers for photo-engraving processes, shrinking and mat-drying controls for stereotype departments, and color register controls for printing presses. Such controls also are adaptable to slitting machines, instruments to detect and correct variations in printing register and to detect web breaks. A demonstration of the conversion of a.c. to d.c. current, its use in operating d.c. motors, and the variable speed and reversing control through simple push-button operation, was of great interest to those present.

Harold T. Burns, Edes Manufacturing Co., sees a definite trend toward use of thin plates for direct printing in newspapers and in job work, but that the metal used will be more accurate in gauge than present-day zinc. Mr. Burns does not forsee plastic materials replacing zinc in making cuts for newspaper use.

(*Continued on Page 42*)

Great Lakes mechanical conference

AT a preliminary meeting held in Cleveland, Tuesday, May 9, George Fuller, Stereotype Superintendent of the Cleveland *Press*, was selected temporary chairman of a proposed Great Lakes Newspaper Mechanical Conference. The regional conference would incorporate newspaper mechanical department executives in the States of Indiana, Michigan and Ohio. It is also proposed to hold the first two-day meeting in Cleveland early in October.

An organization meeting will be held in Cleveland during one of the nights of the ANPA Mechanical Conference which is scheduled to be held on June 12, 13 and 14 at Hotel Statler. At this meeting, the permanent board of officers will be selected by a representative attendance of mechanical executives from the three states.

Mr. Fuller explained it is planned to have two newspaper mechanical executives from each state serve on the official board, making a total membership of six board members. Aside from the newspaper mechanical department executives who will compose the membership of the Great Lakes Mechanical Conference, it is expected that publishers, business managers, editors, photographers and art department heads, including equipment and supply manufacturers' representatives, will be urged and invited to attend the October meeting.

He also said the three states to be included in the Great Lakes Conference are practically the only ones in the Union which have not been incorporated into a regional conference of which there are ten separate bodies at the present time. The ANPA Mechanical Conference, of course, is not included among the ten regional conferences inasmuch as it covers membership among newspapers over the entire United States. In the states of Indiana, Michigan and Ohio, there are some 200-odd daily newspapers from which mechanical executive attendance is expected to be drawn.

Second Quarter Newsprint

TOTAL available newsprint for all second quarter requirements in the United States will approximate 835,000 tons, compared with 819,000 tons during the first quarter, the War Production Board announced on April 4.

United States newsprint orders in the second quarter are expected to total 822,000 tons, which would leave approximately 13,000 tons for contingencies including appeals, but no rebuilding of publishers' inventories will be possible, WPB pointed out.

Arthur R. Treanor, Director of the Printing and Publishing Division of the WPB, said that first quarter newsprint orders placed with North American newsprint mills by United States newspaper publishers and other consumers, totaled approximately 784,000 tons. This, compared to a total supply of 819,000 tons as announced by WPB, resulted in a balance of 35,000 tons between first quarter orders and new supply.

Establishes Columbus(O.)Office

Cutler-Hammer, Inc., Milwaukee, has announced establishment of a sales office at 30 East Broad St., Columbus 15, Ohio. Russell D. Yoder is the sales engineer in charge. Columbus office territory covers 25 counties in central and eastern Ohio.

Patience is much more than mere waiting—waiting for something to happen. Patience means some humility, more loyalty, less temper; it means cheerfulness in adversity as in prosperity; it means forgiveness for injury; determination and endurance.

Patience seeks, rather than demands, the opportunity to serve; follows less glamor-

PATIENCE

ous, yet certain paths. It inspires confidence.

During the period when we are occupied with war activities, all of us must cling to those fundamentals which have made our country great—with patience.

Lest outstanding composing-room equipment falter in its obligations to the Nation and the Press, all of us should cooperate in its continuous care and proper maintenance. And it must be done patiently.

Linotype Spartan Italic and Metrothin No. 2

Newspaper Pressroom

(Continued from Page 17)

Postwar Manufacturing Operations

The post-war method of manufacturing newspapers certainly will eliminate the jackass method of conveying newsprint rolls to the presses. How much of our waste comes from a human being dumping a roll of paper on a truck all the way from 20 ft. to a quarter of a mile from the presses? With everything that's handled from snowdrifts on the streets to coal mined in the depths of the mountains by conveyors, why cannot newsprint be carried right to the press reels by a conveyor?

And why not bundle and deliver our papers in ties of 50 and 100 mechanically right from the press delivery with bundling machines connected to the press? Bundling machines must have a place in the postwar newspaper.

Research

The period immediately after the war is going to be the time that the publishers of this country will spend approximately $50,000,000 for new construction and equipment to print newspapers. This is a lotta dough in any man's language and unless some method of centralized and concentrated research is set up by the ones who are going to spend this money, there will be a lot of it expended for machines that will be practically duplications of the machines now in use.

Research Is Publisher's Task

The newspaper industry has been signally negligent in the matter of research. It has left this to those who sell the equipment, buying on price only. The natural result is that the manufacturer, if he does any research at all, does it along the lines of how he can construct his product so he can sell it cheaper without lowering the present quality or quantity of its work. This is entirely wrong. I feel the task of research is the task of the ones publishing newspapers. How about radio—the newspapers' arch enemy? It is a creature entirely of research and it is just in its infancy and can develop into a monster through research alone.

Need for Newspaper Research

How far would General Motors or General Electric get if they depended upon those who build their manufacturing machinery, their power presses, their lathes, etc., to do the research for them that has put them where they are? Research for improving printing by the publishers now is confined mostly to the efforts of scattered and forward-thinking technicians, executives and others in the newspaper mechanical departments who pursue, often at their own expense, the ideas that come forward to promote their boss' industry. This is all wrong and unless some universal research move is inaugurated before we get into the spending period after the war, some of us are going to wake up with a lot of new equipment that we mechanical men have OKd and which will again be obsolete in a short time.

There are a few sore spots in the production of daily newspapers that have not gone much beyond the horse and buggy days and these are inks, paper, plates, presses, and their auxiliaries. This is almost the entire field and is not much of an overstatement.

Greatest Step Forward Will Be Perfected Plate

Our greatest step forward will be through the plate—I mean a perfected plate—and you cannot get a perfect plate until the matter that does into the form is perfected. Right now we permit imperfections to enter the plate via the form and then we waste valuable time and material trying to take them out in the pressroom, rolling them out with soft packing excesses or clearing them with hard packing makeready. And remember this, gentlemen, the operation in the pressroom is a third-generation operation to start with.

We must transfer and lose values from the form to the mat, from the mat to the plate, and from the plate to the paper. You have all seen the demonstration of succeeding generations in reproducing a cut until it finally dies out entirely. The pressman has the three strikes mentioned on him before he starts to print. Remember that the next time some promotion person comes down with an original proof press print right from the etching on calendered paper with 50c ink and tells you that is all he wants in the finished job, using newsprint running through the press at 1,400 ft. a minute and ink that cost a few pennies a pound.

And may I ask: Where is the sense in building a press cylinder to a tolerance of a fraction of one thousandth of an inch and then put on its surface for a working contact a plate with many thousandths variation in its printing surface?

I repeat, the greatest improvement in our post-war newspaper printing must start with whatever surface we print from whether it is a perfected stereo plate, a plastic plate, an original etching, or what have you—there is where improved letterpress printing is going to start or its no use starting. And letterpress—improved letterpress—is going to be the newspaper's vehicle for some time to come. We will never be able to apply in our daily editions the lovely effects of rotogravure or offset to newspaper printing as long as the present method of preparing these methods for the press are maintained. You just can't meet the ever-changing flow of news with a corresponding change of the set of the paper which must follow the news, not to mention interchange of cuts, etc.

It's like the colored gentleman who had a horse he said would do a mile in a minute except for one thing, and that was the distance was too great for the time he had. Mebbe when photocomposition arrives from beneath its stump we can do it. But not now. It's going to be letterpress for a long time and it will be through a plate perfected before it reaches the pressroom and printed from accurate hard packing. This can be done but it cannot be done under present operating methods. There will have to be a reorganization all along the line.

Changing Makeready System

Magazines are operating on a deadline many times shorter than before. They are running at speeds that are comparable with newspaper presses, so why not do newspapers on the magazine press if the production is enough? It's just because the makeready time is not there. So what? Why, we will change the system of making ready. I believe there is no reason why pre-prepared plates cannot be sent to the pressroom for at least 90% of the paper and start on time. Start the other 10% with unprepared plates just as we used to shoot the starter with a dry mat in its undeveloped state and then replate with a wet mat cast. We will replate with pre-prepared plates. It can be done. And if it be done (and either this or something as good or better *must* be done) then we in the pressroom will show real printing. We will be able to run hard or semi-hard packing on bearers and bring out the lovely printings the perfected plate will contain that will return to our fold the income now missing because of our lack of printing quality.

And remember fellows, we gathered here and all those in all the other mechanical gatherings and the mechanical departments of all the newspapers of this country, are the ones who will tell our employers whether or not the present method of producing newspapers, which resembles the pressing of your suit with a street roller, will maintain through the life of the new machinery that will be bought to the aforementioned tune of $50,000,000. Let's be careful. Let's plug for concentrated research on these subjects in doubt.

Asserts Inks Are Static

News inks are where they were many years ago. At the Buffalo convention of the A.N.P.A. Mechanical group, one leading ink manufacturer said that a better news ink could not be made. God help the pressroom if that be true. We must have inks that will set at once without changing the pressroom into a boiler room, or a good impersonation of a laundry, or spending a fortune on press remodeling. We must have a different method of applying the ink. The present one is just a step ahead of the old ink balls used in Gutenberg's time.

Driving the Ink Rollers

In fact, the ink balls inked more thoroughly because they applied the ink to the subject from all directions. The roller applies only in one direction. What does the form roller do? Why, it goes slipping

(*Continued on Page 43*)

CONGRATULATIONS!

THE CHICAGO SUN

FINAL

NO WATER, GAS, POWER IN BERLIN

U.S. Marines Land Nearer Rabaul

Homeless Nazis Camp in Streets

Gaming Boss Conferees Approve On Police List State-Restricted Of Eligibles Soldier Ballot Bill

New Britain Area Taken; Japs Trapped

School Lunches Perilled in House

Taulou U-Boat Base Raided; Yanks Also Hit Rome Area

Japs' Tank Fleet Routed by Subs

THE WORLD AT WAR

50 Polygamists Arrested; Charge Some Had 6 Wives

1ST PRIZE

The famous F. Wayland Ayer Cup awarded for typographical excellence in the Fourteenth Annual Exhibition of Newspaper Typography, sponsored by N. W. Ayer and Sons, Inc., Philadelphia.

3RD AWARD

St. Paul Pioneer Press

MARINES LAND NEARER RABAUL

Incumbents Lead in Light Vote

Former Ski Champion With Yanks in Alaska

Flying Forts Attack Taulon Naval Base

228 who Aiden Denied Deferment

Indorsement Seen for Administration

Leap Coast, Drive Inland 170 Mi. Away

AGAIN two great newspapers printed with Morrill Inks win newsdom's coveted award for excellence! A salute to the Chicago Sun and the St. Paul Pioneer Press! We are proud that Morrill Inks contributed to the clean, clear printing which shared honors with the top-flight work of the papers' craftsmen. Today — as a century ago — Morrill Inks are inseparably identified with progress in printing.

THE WORLD'S LARGEST MAKER

News Inks by **MORRILL**

GEO. H. MORRILL CO. *Division GENERAL PRINTING INK CORP.*

100 SIXTH AVENUE, NEW YORK, N. Y.

STANDARD OF THE NEWSPAPER WORLD

FACTORIES: NORWOOD, MASS. · CHICAGO, ILL. · TACONY, PHILA., PA. · SAN FRANCISCO, CAL.

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Before Emma could reply, the door opened and a self-confident young man walked in, smirked at Joe, and said: "Mr. Bloe, I am Wood B. Urade, your new assistant. I have been on Lot O. Scheckel's staff for two years. Ima Needlar told me—"

"Well, isn't that nice?" said Joe sarcastically. "And what do you think I might have to say about it? Look, feller, I don't know you from Adam . . . Scram!"

Joe Bloe—Foreman

By WILLIAM WYATT WARFEL

XIII

"EARLY to bed, early to rise, makes a man healthy, wealthy and wise," yodeled Joe in the bathroom. He was up an hour earlier than usual. Mom was perturbed at Joe's antics. Nothing like this had ever happened before. Dressed in his Sunday-go-to-meeting suit and clean white shirt, Joe looked like the proverbial banker's son ready for the Easter parade. Parked at the breakfast table with legs crossed, he leaned back and glanced over the morning paper. As Mom fixed breakfast she looked at him with speculative eyes. Joe rose to the bait. "I see 'Cole Mountain Coal' is up another point," he mused in a bantering tone. "Might be a good buy at that."

"Lan' sakes," gulped Mom in dismay, "you ain't a-goin' to start gambling, are you? We can hardly get along as it is. Besides, I need a new dress. Where you going all fixed up in your best bib and tucker? A funeral? You look like Mrs. Astor's racehorse. Are you playing hooky from the job today?"

"Naw, Mary," said Joe oratorically, "I just woke up to something. From now on I'm gonna look like the man on the outside that I am on the inside. I ain't gonna hide my light under a bushel no more. Grampa said one time, 'Clothes don't make the man but they are nine-tenths of what is seen'. I'm gonna take a good strong shot at it to find out if they is any worms in that old apple."

"I know you," sizzled Mom as she slapped a plate of toast on the table, "full of wind and good intentions. When do I get that new dress?"

"Y'know," mused Joe, "I better tie a string on my finger so I don't forget to buy me some new shirts today. I'm a real executive now. Not just a halfa one. I gotta look the part."

"Indeed, Mister Big Shot," Mom shouted as she squared off with her arms on her hips, "and who's going to do the laundry? Where's the money coming from? Did you let that man talk you into doing more work? You can't buy a lot of shirts now. Did you get a raise? When do I get that dress? Hymie won't give you any credit for shirts. We still owe on my new fur coat."

"No more Hymie for me," said Joe sarcastically; "from now on I get my stuff over at Swan Kee's emporium. That's a high-class place. I'm through with cheap joints."

"Where's the money coming from?" Mom repeated.

"Once before I told you," said Joe sternly, "to 'tend to your knitting here at home. Leave the business end to me. I'll do all right. You ain't starved yet. You won't start now. I'll see to that. Come here. Gimme a buss. I gotta get going. I wanta see a man about a dog."

"You're a half-hour early," remonstrated Mom as she wiped her mouth with her apron in preparation for the salute.

"From now on," said Joe definitely, "I'm always gonna be a half-hour early. You see to it. Toodle-ooh."

AS Joe pranced up the hall toward his new office he heard laughing and then a shout, "Cheese it, the boss." He stopped in his tracks after rounding the corner at the end of the hall. A large cardboard sign had been hastily tacked on the office door. He stopped and read:

JOE BLOE
STUPIDtender

The joke was on Joe. Some office wits had been busy in the wee hours of the morning. He laughed as he carefully removed the sign. Propping it on his new desk Joe mumbled, "I'll keep that handy as a reminder. That'll help me keep my big feet on the ground."

Hanging up his hat and coat, Joe surveyed his new hangout. By comparison with the old one, this was indeed a regal domain. He tried the desk drawers. They slid to and fro as though greased with butter. The filing cabinet drawers responded to his slightest touch. Sticking his hands in his pants pockets, Joe spun around for another look to make sure it was real. He mumbled out loud, "Hot damn, here's where I go to town. There sure ain't no flies on me now."

The phone rang. It rang again. As it rang the third time Joe came out of his daze. Lifting the receiver, he said, "Yeah bo, what'cha want?"

"Is this you, Joe?" shrilled Whis L. Blatt, the chief of the headline writers, into Joe's ear. "Is everyone drunk again today? I can't find a solitary soul to help make up the sheet. We go to press an

Parked at the breakfast table with legs crossed, Joe looked over the morning paper. Mom looked at him with speculative eyes.

"I see 'Coal Mountain Cole' is up another point," mused Joe in a bantering tone. "Might be a good buy at that."

"Lan' sakes," gulped Mom in dismay, "you ain't a-goin' to start gambling, are you?"

ATF CIVILIAN PRIORITY DELIVERY PLAN

here's HOW *it will work*

ATF Civilian Priority Delivery applies on these presses:

LETTERPRESS

Style C Kelly
No. 1 Kelly
No. 2 Kelly
Kelly Clipper
Little Giant

OFFSET

Little Chief
Chief
Big Chief

No waiting indefinitely...no loss of business because you lack adequate press capacity! An ATF certified reservation gives you a *serially numbered* PRIORITY on each specific press you will need. Sixty days before it is available and ready for delivery, you'll be notified.

For full details of the ATF plan and application for your reservation...ask your ATF Salesman TODAY.

AMERICAN TYPE FOUNDERS
BRANCHES AND DEALERS IN PRINCIPAL CITIES

ATF

hour early today. The Governor is in town. Can't your people ever do anything right?"

"Just a minute," interrupted Joe quietly, "wait till I look at my memo file." Joe stalled for a full minute. Grinding his teeth to hold his temper, he covered the transmitter with his hand. Soon he was grinning wickedly. Snickering, he said half aloud, "Here's the first one. One down—one cigar. Nothing sticks between Whis's ears. Guess he sits on his brains. When I get through with him he won't know what hit him. I'll lead him to the slaughter. Then I'll shut off his water quick." Taking his hand from the transmitter, Joe said smoothly, "Whis, I can't find the memo you sent me about the change in schedule. This oversight has my goat. You are always so careful about letting us know whenever you change your mind about anything. Why, lottsa times I know about it before you do. Gimme a lift. What was the number of the memo you sent me?"

"Number. Number." yelled Whis. "What number? Are you drunk too?"

"Excuse me," said Joe unctuously; "stay right where you are, Whis, old top. I'll find out what's wrong and fix it. Leave it to me. I'm the little boy who can fix anything. Sit tight. You'll hear from me—and soon."

Closing the phone circuit, Joe signaled frantically. As soon as he received a casual 'hello' from Tillie Foan, Joe barked, "Find me Ty P. Settor, the printer. Get him on the line. Quick. I mean right now. It's an emergency."

When Ty began to apologize Joe chuckled and said, "Ty, nobody but you woulda thought up a screwey sign like that. It's as cute as a bug in a rug. I'm gonna save it for a keepsake. Just for that I'm gonna dance at your next wedding."

"Glad you ain't mad," said Ty. "We had a lot of fun throwing it together. At the last minute I lost my nerve. But by that time a couple of the boys were downstairs with it. I got the right one all fixed up for a temporary sign. I'll have it on your door in two shakes of a lamb's tail."

"Any old time," said Joe. "You know me, Al. I like a good joke. Right now I got a good one for you, too."

"What is it?" inquired Ty expectantly.

"Oh," said Joe airily. "there's a guy around here who needs some education. One of these days we gotta show him some type lice. He just forgot we go to bed an hour early. The Governor is in town. The Old Man offered me a bet we couldn't get out on time. I could use the dough, too."

"Take him up on it," said Ty eagerly. "We'll show 'em. I'll make up that time if I bust a gut doin' it. I'll do it for sure if you get busy and put the bite on that educated balloon."

"You take care of your end," said Joe. "Don't race your motor." "I'll slip a couple 'early risers' in his pie at lunch time. Get goin', kid."

With his sleeves rolled up and a disarming smile on his face, Joe strolled into Daub's office. He came right to the point. "Boss," said Joe seriously, we are in a tight spot today. Two minutes ago I found out we step up the schedule an

Taking his hand from the transmitter, Joe said smoothly "Whis, I can't find the memo you sent me about the change in schedule. This oversight has my goat. . . . Excuse me. Stay right where you are, Whis, old top. I'll find out what's wrong and fix it."

hour. Just for today only. We are shorthanded, too. That makes it tough. Sometime ago I talked to you about house memorandums. With a simple system like that, no one can pass the buck. That'll help me keep a tight rein on the forgetful guys. What say? Is it OK for me to go ahead with it?"

Sliding back in his chair, the Old Man eyed Joe with new respect. Shaking his head he said, "Explain it again, Joe. I do not remember all the details."

With diagrams on a blank sheet of paper, Joe showed Daub how the mythical memo sheet would look. With a new crispness he discussed the many headaches the projected plan would save. "Boss, to save your time," continued Joe, "we could fix this up in apple pie order. Looky. You set a maximum for any expense out of the ordinary. Under that amount me or anyone of your assistants can OK the job. That way you can find out who has good judgment. Take today's mixup. That change in schedule will cost eighty-five dollars in extra time. If I had a memo yesterday, it would only cost fifty-five dollars."

"Wait a minute," said the Old Man as he sat straight up in his chair. "What do you mean by that? A few minutes ago you told me you were doing the job with a short force. Now you tell me it will cost eighty-five dollars. That doesn't make sense. Where does the expense come in?"

"I don't need a pencil to add up that one," said Joe. "Look, Boss, a man can only do so much work. If you push him around, you get less work. If you kid him along and pep him up, you get a little extra. But only till the game is over. While them fellers are shoving up the extra work, the stuff they would do for tomorrow lays there. It's gotta be done sometime. So we gotta hire extra men for tonight to do what the boys woulda done today. Them extra men can't hit the ball like the regulars. Besides, the night rate is higher. If I'da had some notice, I coulda fitted them extra men in where they would do the most good. We been saving at the spiggot and wasting at the bunghole. Do you get my drift?"

"This is a revelation to me," said the Old Man. "Why am I always the last one to find out anything about our operations?"

"It's a funny thing," said Joe, "but every time you want something done, every bohunk in the building knows about it before the ink is dry on your order. But we ain't never had a two-way system here. Lottsa boys have good ideas around here. I've handed out lots of them. Next thing I knew it was somebody else's idea and they was telling me how to do my own stuff—and finding fault with the way I did it. I ain't the only one. That's another reason why I wanted authority to go with a flock of responsibility. I'll see to it that all worth while stuff gets to you. An' I'll see to it that the right guy gets the credit."

Squaring his jaw in anger, the Old Man scowled. "My door is always open." he said in clipped tones. "I have prided myself on being open-minded and willing to listen to any one of our employees. This sounds like a poor return for my thoughtfulness and generosity. I have paid for surgical operations. I've paid hospital bills. I've helped the men to finance their homes. Do you mean to stand there and tell me that my people have been so ungrateful and unappreciative of my efforts in their behalf?"

"Pigs is pigs," said Joe, "an' people is people. The guys with crust work you for a fare-you-well. The upstanding guys, the ones who really take pride in their ability, don't want pap. They keep agreements. They'll fight like hell for what's comin' to 'em. An' they won't kiss nobody's foot to get an inside track. Them's the guys who have ideas—good ones. Them's the ones who won't never walk into your office. When they know I got the authority to give 'em a square shake, they'll spill it to me. Y'see, Boss," continued Joe with a smile, "most men don't want to get too close to the 'brass hat.' Grampa had one for that: 'Though the people support the government, the government should not support the people'. The independent ones, the honest ones, don't want it to look like they're being supported. That's what you got me here for. I'm the guy in the middle. If I play fair and square with the men, they'll figure you're a square guy. If I shyster around with 'em, they'll figure you're a wrong guy. But most of 'em don't want no truck with you. That's people. You can't change 'em."

Shaking his head dubiously, Daub said, "It seems that every time I listen to you I learn something I should have known years ago."

"About that memo, Boss?" asked Joe. "Will you go for it?"

"If you were on your toes," grinned the Old Man, "those memo blanks would have been printed yesterday. Hereafter when you have a minor brainstorm, put it into effect; then tell me about it when you make a showing worth talking about. But I warn you, if you turn the place upside down, I'll skin you alive and sell your hide to the tanner."

"OK, Boss," said Joe all smiles. "I'll have these memos printed in a day or so. How about getting the executives together and then you explain how it works."

"Indeed not," said the Old Man flatly. "Nothing like that. This is your idea. You explain it to all of us when

will YOU be ready when the light changes?

WHETHER Germany is crushed this year or next year, the end is certain to strike us with surprising suddenness. How will you be fixed when Uncle Sam gives the signal for some resumption of business as usual? Mechanical-wise you can make plans now even though you know the entire Hoe plant is engaged in war work. A Hoe sales engineer will be glad to discuss your requirements and thereby help you to be among the first publishers ready for the future.

Back the Attack . . . Buy more War Bonds

HOE

910 EAST 138th STREET NEW YORK 54, N. Y.

BOSTON • CHICAGO • BIRMINGHAM • SAN FRANCISCO

you are ready. This is your responsibility. I will not allow you to shirk it. That's all."

"Heaven can't be far away," sang Joe, heading for the door. As he stepped into the hall he bumped into the Assistant Employment Manager, Hiram Awl. Grabbing Joe by the arm, Hiram squeaked, "Joe, I have twenty men downstairs. I hired them on orders of Jack Ash. He told me to turn them over to you for the new department."

"Sorry," said Joe as he disengaged his arm and started down the hall. Hiram hurried after Joe, crying, "Wait, Joe, this is important."

"See me in my office sometime when I ain't busy," answered Joe, going into his room and slamming the door.

When Joe stepped into his room, Emma Goodegg was parked in the secretary's chair. Over the phone, John Donkey spoke ingratiatingly: "You will need first class help. I have arranged for Emma to handle your detail. She is very competent. You will like her." . . .

Turning to the Pulchritudinous Emma, Joe smilingly said: "I'm sorry, Miss. I have no work for a secretary now. I would suggest that you report back to Mr. Donkey for further instructions."

The phone was ringing. Emma Goodegg was parked in the secretary's chair. She lifted the receiver gracefully and handed it to Joe. Accepting it without thought, he spoke into the transmitter, "Joe Bloe talking. What is it?"

"Joe," said John Donkey ingratiatingly, "I realize you will have quite a problem on your hands. You will need first-class help. I have arranged for Emma to handle your office detail. She is very competent. You will like her."

"Don't do me no favors," yelled Joe as he slammed the receiver back on the hook. Turning to the Pulchritudinous Emma, Joe inquired politely: "And what can I do for you?" Before Emma could reply, the door opened and a self-confident young man walked in, smirked at Joe, and said, "Mr. Bloe, I am Wood B. Urade, your new assistant. I have been on Lot O. Sheckel's staff for two years. Ima Needlar sent me—"

"Well, isn't that nice?" said Joe sarcastically. "And what do you think I might have to say about it?"

"I was promised—" began Wood B. Urade with an aggrieved air when Joe interrupted sternly: "Look, feller, I don't know you from Adam. You ain't no bargain. Toddle back where you been putting in time playing dominoes. I got too many things to do right now without worryin' about an assistant. Scram."

The aspirant held his ground. "If Mr. Daub hears about this—," he began in a threatening tone.

"What was that bright crack?" said Joe in a painfully polite voice. "Never mind. They ain't no corn growin' in my ears. Looky, squirt, hop over to see Mr. Daub. Get it outa your system. Then come back here. I'll loan you the cryin' towel. Make a noise like a hoop and roll over there. Get going or I'll help you on your way. Mootch."

With a determined look on his face, Wood B. Urade stepped out of the room. Joe looked around and found Emma Goodegg looking at him adoringly. "Oh," simpered Emma, "I just love he-men. I'm Emma Goodegg, your new secretary, Mr. Bloe. Mr. Donkey instructed me to report to you."

Smilingly, Joe waggled a thumb toward the door and said: "I'm sorry, Miss. I have no work for a secretary now. I would suggest that you report back to Mr. Donkey for further instructions."

As the crestfallen Emma reluctantly collected her things, the phone rang. Joe eyed it for a moment, then picked it up and said, "What is it?"

"Joe," wheezed Hiram Awl, "you just don't seem to understand. What has come over you? I have twenty men standing around. Mr. Daub will have a fit when he finds we are paying these men for doing nothing. They have been specially selected—"

"Gwan," said Joe banteringly, "you hires 'em if they can walk and are still warm. If Jack Ash told you to hire 'em, let him nurse 'em. It ain't my funeral. When Mr. Daub gives me the go-ahead signal, I'll take 'em on. Not before. Now don't bother me no more. I'm up to my neck. So long."

A crestfallen young man came into the room. Wood B. Urade's interview with Daub had been short and snappy. Joe beat him to the punch. "You say," grunted Joe, "that you been around here a couple years. Then you have heard the Old Man talking about our happy family. I guess you heard him say there ain't no politics around here. Well, have you?"

"Yes," said the subdued Wood B. Urade, "I have heard him say that."

"Was it true then?" grated Joe.

"Well, no—", answered Wood B.

"So help me," said Joe sternly, "it's true now. From now on out. Take an hour off. Tell all the other flannel mouths around here: All good things come to an end—there ain't no more favorites. From now on, the square guys get the breaks; the ones who don't fit will get transferred to where they do fit; the goldbricks will get the gate. Ketch?

"Yes, sir," said Wood B.

"Bail out, brother," said Joe. "You ast for a dose of salts. You got it. No hard feelings. You know better now. Don't make an ass of yourself again. On your way."

The phone bells sounded with short snappy rings. This was always an indication that the Old Man was demanding attention. Without a moment's hesitation, Joe grabbed the phone and said, "Bloe speaking."

"Joe," cried Bullam Goode, "what's wrong? Hymie Blitzkrieg's monthly liquidation sale is tomorrow. We must have the circulars this afternoon. I promised them at three o'clock. I'm in Mr. Daub's office right now. Do I or do I not get those circulars at the time they were promised?"

"Didja tell Mr. Daub," asked Joe, "that I didn't keep my promise?"

"Not yet," said Bullam, "but I will when he comes back if you don't deliver."

"You have the luck of the damned," said Joe sharply, " 'cause if you had spilled anything like that to Mr. Daub, I'd climb up and down your spine like it was a stepladder.

"How dare you speak to me like that," shrieked Bullam. "You forget who I am. Even if you deliver the goods right away, I'll—"

"Listen, jerk," snapped Joe in a determined voice, "you oughta be a spieler in front of a side-show. What makes you so hard to get along with? Ain'cha got no sense a' tall?"

"Mister Bloe," cried Bullam, "I—"

"Shut up." said Joe in a level voice. "Never interrupt a man when he is talking sense. I got you this time where the hair is short. Now lissen to me careful, you stuffed shirt. You're on the last lap with me. Now get this. I gave you a promise for nine o'clock tomorrow morning—"

"I can prove—" yelled Bullam.

"You ain't got the right kind of memory," intoned Joe slowly, "to be a good liar. I got you on the hip. I caught up with you. You forget that you put your initial on my written promise. It took me a long time to hook you. Too damned often you lied me on the carpet. Never again, feller."

"But Joe," said Bullam in an agonized voice, "we must deliver—"

"If the stuff was ready," said Joe in a voice that sounded like a prediction of doomsday, "I'd lock it up so you couldn't get at it. That high-pressure stuff of yours is kaput. No more."

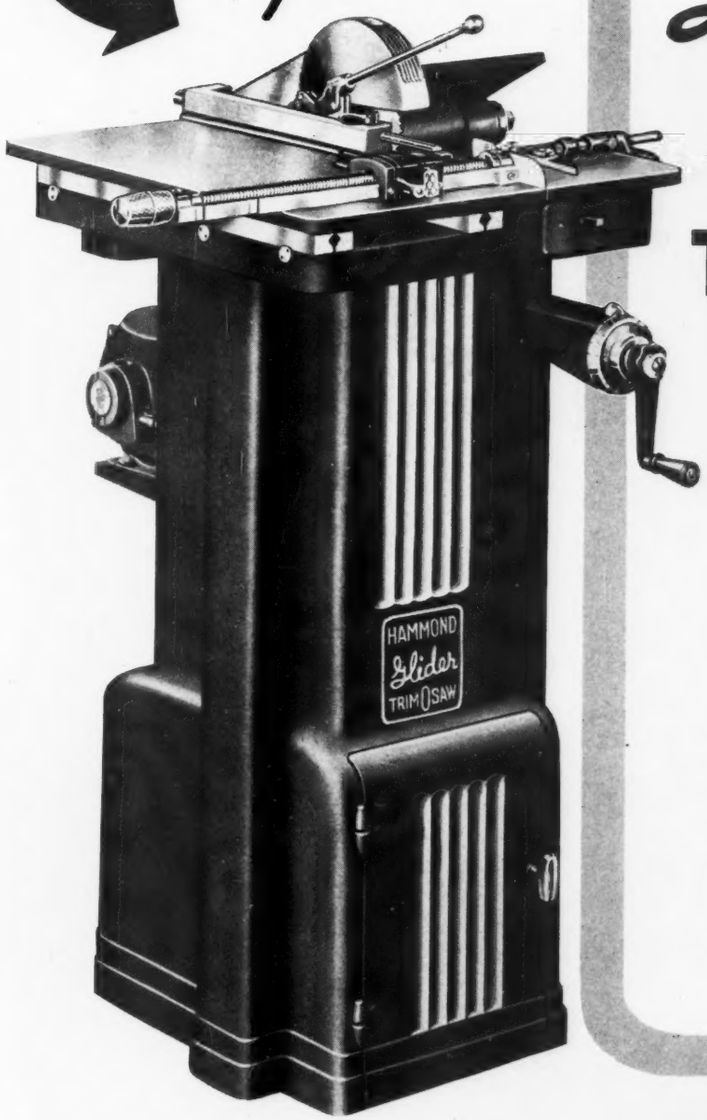
"Please, Joe," cried Bullam, "Please. Hymie will cancel his advertisements in *The Bladder*. I have a terrible time holding him in line. *The Bugle* will get all the business. You don't realize—"

"You're cockeyed right," said Joe as he lolled back in his chair enjoying the situation, "I don't realize a lotta things. I am too dumb to figure out why you hadda play golf the other day 'stead of getting the copy in. You were a day late getting the job started. Then we hadda hold up the job because you made a bull on some of the figures. Lucky I stopped the job."

"Joe," said Bullam, "this has gone far enough. You shop men—"

"Whoa, feller," said Joe, "that's enough outa you. Just because you are palsey-walsey with all the stiffs on Main street don't give you no right to slam my gang. If it wasn't for them, you wouldn't have a job. You peddle the stuff. But they gotta do the work. Don't forget that. I got smarter guys in the shop than you will ever be. Get next to yourself."

The Saw with the Ball Bearing Table!



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Hammond OF KALAMAZOO

"Joe," said Bullam, in a final effort to force Joe into line, "do I get that job today?"

"You do not," said Joe as he grinned at the fun he was having, "an' what's more, I'm gonna be good to you. I won't be a nasty pup like you know how to be. I won't tell Mr. Daub about this messing around of yours. One more thing: A while ago you gave me my cue. From now on I'm Mr. Bloe to you. Try that tune on your grand piano. Up to the time you learn how to act fair and square I don't even want you to talk to me except it's business. Don't forget that. From now on we only work in the same place. Try startin' something! When you get so you know how to treat working people right, I'll let you speak to me on the street. Goodbye."

Slamming the receiver, Joe immediately called Dell Livery. "Howze that botch job of Hymie's coming along?" inquired Joe.

The phone rang again. Joe looked at the telephone idly for a moment, wondering what other load of trouble was being wheeled into his office.

"Superintendent's office," said Joe as he picked up the receiver, "Mr. Bloe speaking—"

"Be ready to shoot," said Dell, "in fifteen minutes."

"Swell, kid," said Joe. "Snag it out the side door. We'll have it delivered by the time that ass builds up his courage with a couple drinks. I wish't I was a li'l' bird. I'd like to be sitting under the counter when he walks in to apologize for us not gettin' the job out. Hymie is a tee-totaller. He'll smell the chump's breath. I'd like to get it on a record what he says to him. I bet he hollers, 'Schlemiel, you should lose a leg.' Who said you can't have fun workin' for a living?"

With a whoop Joe hung up the receiver. Holding out his left hand, with fingers spread apart, he began to count: "One down—one cigar; two down—two cigars; three down—"

The phone rang again. He looked at the telephone idly for a moment wondering what other load of trouble was being wheeled into his office.

"Superintendent's office," said Joe smoothly as he put the receiver to his ear, "Mr. Bloe speaking—"

(The End)

THE CHICAGO SUN

NO WATER, GAS, POWER IN BERLIN

U.S. Marines Land Nearer Rabaul

Homeless Nazis Camp in Streets

Page one of the Chicago *Sun* for March 8, winner of the F. Wayland Ayer Cup, also shown in the 14th Annual Exhibition of Newspaper Typography, held in Philadelphia, April 20, under the auspices of N. W. Ayer & Son, Inc.

Ayer Award

THE Chicago *Sun* has been awarded the F. Wayland Ayer Cup, highest recognition in the 14th Annual Exhibition of Newspaper Typography, conducted by N. W. Ayer & Son, Inc. The paper was selected from more than one thousand entries which was open to all English-language dailies in the United States. The award was made on the basis of excellence of typography, make-up, and presswork, with the additional factor of paper-saving use of type and format.

In addition to the Ayer Cup award, honorable mentions were awarded to papers in the following circulation and format groups:

Standard-size papers of more than 50,000 circulation: First Honorable Mention: *Christian Science Monitor*, Boston, Mass.; Second Honorable Mention: Los Angeles (Calif.) *Times*; Third Honorable Mention: St. Paul (Minn.) *Pioneer Press*.

Standard-size papers of from 10,000 to 50,000 circulation: First Honorable Mention: Kenosha (Wis.) *Evening News*; Second Honorable Mention: St. Petersburg (Fla.) *Times*; Third Honorable Mention: Elizabeth (N.J.) *Daily Journal*.

Standard-size papers of less than 10,000 circulation: First Honorable Mention: Endicott (N.Y.) *Daily Bulletin*; Second Honorable Mention: Hornell (N.Y.) *Evening Tribune*; Third Honorable Mention: Titusville (Pa.) *Herald*.

Tabloids, regardless of circulation: New York (N.Y.) *P.M.*; Honorable Mention: Washington (D.C.) *Daily News*.

(Continued on Page 42)

Elizabeth Daily Journal.

St. Petersburg Times

KENOSHA EVENING NEWS

Berlin Again Hammered by Strong Forces of American Big Bombers

Winners of honorable mentions among papers of 10,000 to 50,000 circulation in the 14th Annual Exhibition of Newspaper Typography held in Philadelphia, April 20, under the auspices of N. W. Ayer & Son, Inc. Left to right: First Honorable Mention: Kenosha (Wis.) *Evening News*; Second Honorable Mention: St. Petersburg (Fla.) *Times*; Third Honorable Mention: Elizabeth (N.J.) *Daily Journal*.

Printing Patents . . .

Covering patents issued March 28, April 4, April 11 and April 18.

This data is compiled exclusively for Printing Equipment Engineer by Invention, Inc., is verified in the United States Patent Office, and is comprehensive of all patents in the field of each heading for the dates specified.

For copies of patents listed here, specify the patent numbers and send 10c for each separate patent (stamps not accepted) to the Commissioner of Patents, Washington, D. C.

Composing Room Equipment:

2,345,748. TYPOGRAPHICAL CASTING MACHINE having slotted molds mounted on a rotatable disc adjustable by its driving pinion to bring any selected mold into use, and an ejector mechanism adjustable as to blade width to correspond with the slot length of the selected mold. Adjustment of the slug ejector is controlled by one of the regular moving elements of the machine, and is determined by an adjustable stop carrier which is rotatably mounted and provided with four stop shoes corresponding with the four molds and adapted for selective engagement by a vertical banking slide that is connected to a weighted lever. Lever is also connected to a vertically shiftable selector bar associated with the ejecting mechanism to adjust the ejector blade. Invented by John H. Hilpman, Springfield Gardens, N. Y. Assigned to Mergenthaler Linotype Company, Brooklyn, N. Y. Application February 18, 1942. 14 claims.

2,346,340. DUPLEX RAIL ASSEMBLING ELEVATOR FOR LINOTYPE MACHINES. It is adapted for use with any type elevator wherein rails are movable longitudinally relative to the line of matrices being assembled. By the insertion of a spaceband into the device for automatically shifting the upper rail, subsequent matrices fed into the device are deposited upon the lower rail. The upper rail is maintained in a shifted position after its movement to such position by insertion of the spaceband until such rail is manually returned to its original or starting position. Invented by Horace C. Wauson and Walter E. Bennett, Jr., Houston, Tex. Three-fourths assigned to Gulf Publishing Company, Houston, Tex., and one-fourth to Walter E. Bennett, Jr. Application September 28, 1942. 14 claims.

DESIGN 137,655. ORNAMENTAL DESIGN FOR A FONT OF HIGHLY SIMPLIFIED TYPE including only one set of characters which do not distinguish upper and lower case. No curved or slanting lines are used, all of the characters being formed by combinations of the horizontal and vertical lines to be found in one vertically-positioned rectangle with one partitioning horizontal line dividing the rectangle into two identical squares. The simplification involves novel interpretation of certain letters of the alphabet. Invented by John A. Herbst, Oradell, N. J. Assigned to Federal Telephone and Radio Corporation, Newark, N. J. Application August 20, 1943.

Feeding, Folding, Delivery:

2,344,952. METHOD OF CONTROLLING TENSION OF A WEB of paper supplied to a printing machine, such as that shown in patent 2,155,431, for printing newspapers, magazines, etc. The web roll from which paper is supplied is rotatably supported and a braking action is applied to periphery of the roll as it is rotated by pull of the web. A device, driven in timed relation with the machine, acts normally to feed continuously the braking mechanism toward the axis of the web roll as roll decreases in diameter due to webs being withdrawn. Speed of movement of brake toward web roll is increased as the roll's diameter decreases. Invented by William C. Wieking, Woodhaven, N. Y. Assigned to R. Hoe & Co., Inc., New York, N. Y. Application March 12, 1941. 17 claims.

Miscellaneous:

2,345,968. MEASURING MEANS to determine tack, yield value, viscosity, and general flow resistance characteristics of printing inks, coating compositions or plastics. A relatively small quantity of the liquid is formed into a thin film of predetermined thickness with parallel surfaces. The separation between the surfaces is increased by applying a predetermined separating force normal to the surfaces. The time required for the separation is measured and the operation is repeated with a different separating force with other conditions remaining the same. The reciprocals of respective time measurements against respective predetermined forces are plotted to indicate flow characteristics. Invented by Henry Green, New York, N. Y. Assigned to Interchemical Corporation, New York, N. Y. Application June 29, 1940. 6 claims.

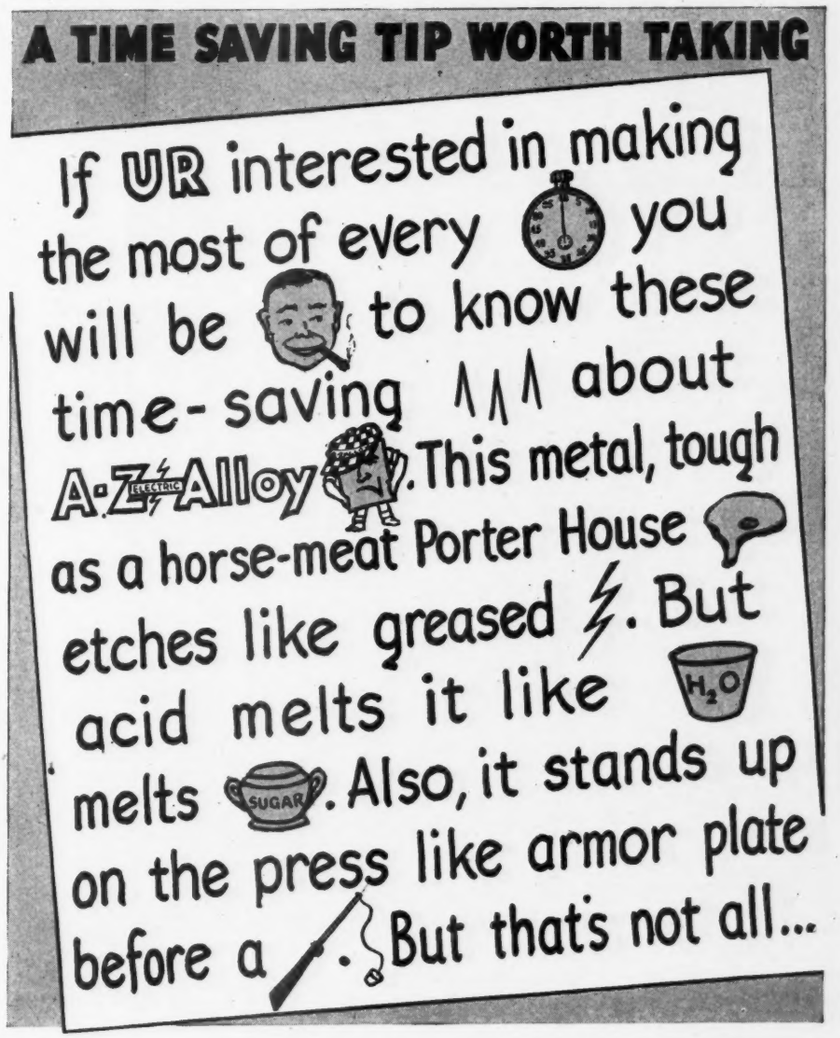
2,347,047. PROCESS FOR HIGH FINISH PRINTING ON CHEAP PAPER such as porous, absorbent newspaper stock. A coating material and the printing ink are applied to the paper in a continuous operation. The web of paper is passed through an intaglio printing couple which coats the web. The coating is dried and the dry coated web is fed through a conventional printing press. Coating may be any alkali silicate and may be tinted to reduce a tendency to browning. White pigments, such as blanc fixe, clay, whiting, or titanium oxide may be used for tinting. The ink used is non-volatile at room temperature but evaporates rapidly at 150 deg. C. Invented by Albert E. Gessler, New York, and Dominic J. Bernardi, Astoria, Long Island, N. Y. Assigned to Interchemical Corporation, New York, N. Y. Application August 31, 1940. 2 claims.

Plate Making:

2,345,447. PROCESS OF MAKING PLANOGRAPHIC PRINTING PLATES which comprises providing a water-receptive base element which includes a coating of polyvinyl alcohol and clay, and applying over this coating of polyvinyl alcohol and clay a second coating of polyvinyl alcohol and calcium carbonate. The plate is dried and heated to a point at which the calcium carbonate and polyvinyl alcohol become reticulated. Then over the reticulated surface of polyvinyl alcohol and calcium carbonate there is applied a coating of a suspension of albumin and ammonium dichromate. Thereafter the plate is exposed to actinic light and developed. Invented by Ellis Bassist, Brookline, Mass. Assigned to William Craig Toland, Brookline, Mass., as trustee. Application November 11, 1942. 8 claims.

2,345,629. EMBOSSING OF A SURFACE of a normally crystalline polymer selected from the group consisting of polymeric vinylidens, chloride and normally crystalline copolymers of vinylidene chloride. Invention is concerned with the step which consists in impressing upon a supercooled body of such polymer an embossing die which is at a temperature above 50 deg. C. but below the softening point of the polymer for a period of time sufficient to cause crystallization of the shaped, superficial portion of the polymer body. Example: An ⅛ in. thick sheet of crystalline copolymer (90% vinylidene chloride and 10% vinyl chloride) was immersed in a glycerin bath at 180 deg. C. and then in ice water, and upon the surface thereof, a copper half-tone engraving (at a temperature of 100 deg. C.) was impressed. Invented by John H. Reilly, Midland, Mich. Assigned to The Dow Chemical Company, Midland, Mich. Application December 6, 1940. 3 claims.

2,345,989. METHOD OF ETCHING COPPER ROLLS for use in textile printing. Method comprises attaching with a permanently tacky cement a translucent sheet such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as Cellophane upon a sheet of subject matter to be etched on a roll. The translucent sheet is coated with wax and an outline of the subject matter is traced through the wax. Thereafter the translucent element and wax are removed from the sheet of subject matter and the translucent element and wax are then supported on a pressure roll. The wax is rolled against copper roll to transfer wax thereto while translucent sheet adheres to the pressure roll. Invented by John J. Ormond, Boston, Mass. Two-thirds assigned to Joseph D. Ramsey, Boston, Mass. Application September 24, 1941. 2 claims.

2,346,136. COMPOSITION SUITABLE FOR DIE-CASTING, useful in making halftone impressions of 200 in. screen fineness, and also printing plates employing the finest type. The plastic composition contains: ethyl cellulose, 53%; carbonated candelilla wax, 42%; and wood flour, cotton flock, or carbon black, 5%. The carbonated or saponified candelilla wax is formed by adding about 1½% sodium carbonate to the candelilla wax ingredient entering the formula. The die casting is carried out in any usual manner. Invented by Stanley P. Lovell, Newtonville, and Harry H. Straw, Boston, Mass. Assigned to Beckwith Manufacturing Company, Dover, N. H. Application October 17, 1941. 8 claims.

2,346,230. METHOD OF ENGRAVING TEXTILE PRINTING ROLLS used in textile color printing. Invention includes the step of simultaneously etching design outlines and two or more types of ground lines, thus eliminating several independent etching steps and "painting out" operations. The method consists in superimposing one upon another on a copper roll three different acid-resist materials, each of which is soluble in a solvent not affecting the other two. (Acid-resist materials include beeswax, an acid resistant ink, etc.) Two of the materials are first applied in diagonally disposed lines extending in opposite directions from one another, and are applied one over the other. The third material is in the form of a coating, e.g., mercurous nitrate, completely covering the first two. By the use of a pantograph, a design outline is cut through the acid resists to lay bare a portion of the copper roll surface. Portions of the last applied resist coating are removed at selected points on the surface; also, portions of same coating and of lines of one of the resist materials are removed at other points, after which roll is etched. Invented by John J. Ormond, Boston, Mass. Two-thirds assigned to Joseph D. Ramsey, Boston, Mass. Application December 28, 1942. 6 claims.

2,346,231. METHOD OF ENGRAVING TEXTILE PRINTING ROLLS for color printing, including the steps of applying two different types of acid-resistant materials, one over the other, upon a textile printing roll. The underlying coating, e.g., asphaltum, is scored to form a series of parallel ground lines, while the outer coating, e.g., mixture of glycerin and mercurous nitrate, is scored to form a design outline which also pierces underlying coating. Portions of the outer coating within the design outline are removed to uncover a part of the underlying coating as defined by the design outline. At this point, the roll is etched with acid reagent attacking the roll in the outline areas and also in the spaces between the ground lines as defined by the outline. After etching, acid-resisting materials are removed and roll is ready for printing. Invented by John J. Ormond, Boston, Mass. Two-thirds assigned to Joseph D. Ramsey, Boston, Mass. Application December 28, 1942. 7 claims.

2,346,939. MAKING OF INTAGLIO PRINTING ROLL useful in textile printing. A copper roll is covered with a light-sensitive acid-resisting material such as asphaltum. A strip of translucent paper is printed with an opaque ink depicting units of the designs later to be etched in the surface of the roll. Printed subject matter is arranged on the translucent strip in an angular position with respect to its sides so that it will occur on surface of roll in a squarely disposed manner with respect to ends of roll after strip is wound along a helical path around roll. The roll, wound with the strip, is exposed to strong photographic light to expose the asphaltum. Strip is removed and the ink material, together with the unexposed asphaltum, are washed away with turpentine. Roll is etched in an acid bath. Relief printing rolls are thus prepared. Invented by John J. Ormond, Boston, Mass. Two-thirds assigned to Joseph D. Ramsey, Boston, Mass. Application April 23, 1941. 3 claims.

2,346,988. PHOTOGRAPHIC PRINTING APPARATUS incorporating a source of light, the color composition of which may be conveniently and readily varied at will and pre-set at any predetermined desired values before the exposure is made. Lamps used may be incandescent or fluorescent gaseous discharge tubes. The fluorescent means converts radiation into either one of at least two separate colors and means are associated therewith to cause it to project in a given direction light of only one or the other of the colors or to mix the primary colors in varying proportions. Invented by Edward B. Noel, Cleveland Heights, Ohio. Assigned to General Electric Company, Schenectady' N. Y. Application March 18, 1941. 9 claims.

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Printing Inks and Related Chemicals:

2,345,456. CONDENSATION PRODUCTS OF S-BENZYL THIOAMMELINE AND ALDEHYDES, particularly formaldehyde, used as molding powders, for coating and impregnating purposes, etc. The products are used as binders for pigments, printing pastes and abrasives. Plasticizers, fillers, etc. that may be used include starch, clay, pigments, metal powders, castor oil, esters (dibutyl phthalate, etc.) and others. Example of the resin is product resulting from condensation of S-benzyl thiommeline, formaldehyde and butanol. Invented by Herman A. Bruson, Philadelphia, Pa. Assigned to The Resinous Products & Chemical Company, Philadelphia, Pa. Application May 21, 1940. 17 claims.

2,345,528. AIR DRYING ALKYD RESIN of low acid number, useful in impregnating paper, finishing textiles, and in preparation of printing inks and pastes. It is the reaction product of dipentaerythritol, a polycarboxylic acid and unsaturated oil fatty acids. An example is: Dehydrated castor oil fatty acids, dipentaerythritol, and phthalic anhydride. In one example, pigments are added to the resin, which mixture is useful as a printing paste for cloth. Invented by Theodore F. Bradley, Stamford, Conn. Assigned to American Cyanamid Company, New York, N. Y. Application April 15, 1941. 2 claims.

2,345,533. PROCESS OF INCORPORATING A FINELY DIVIDED PIGMENT, either organic or inorganic, in a molten synthetic linear polyamide, useful in making printing ink and for other purposes such as artificial filaments, coatings on fabric and insulated electric wire. Particles of the organic film- or filament-forming composition, which is capable of being extruded or coated from a melt, are coated with a dispersion comprising a hydrophilic pigment, a film-forming agent, and a vehicle (either a solvent or non-solvent for film-forming agent). The coated polymer particles are then dried. The particles may then be melted and the molten mass extruded or coated to form pigmented structures. Invented by George De Witt Graves, Wilmington, Del. Assigned to E. I. du Pont de Nemours & Company, Wilmington, Del. Application January 11, 1941. 7 claims.

2,345,879. TEXTILE PRINTING PASTE containing an inert water-soluble pigment which eliminates the developing and washing treatment which have heretofore been necessary. The pigment is dispersed in an aqueous oil-in-water type emulsion of solids content from 2% to 20% by weight, the emulsion comprising a solution of ethyl cellulose in a volatile water-immiscible organic solvent, the amount of pigment being sufficient to give the desired color and the total solids content being not in excess of 45% by weight. Emulsifying agents that may be added include sulfonated oils (e.g., castor oil) etc. Invented by Malcolm C. Moore, Wilmington, Del. Assigned to Hercules Powder Company, Wilmington, Del. Application July 30, 1940. 5 claims.

2,346,041. IMPROVED PIGMENTED PASTE for printing colored designs on textiles. The paste is thickened by soaps and with suspended water-insoluble solid fatty materials and can be used to emulsify lacquers and solvents carrying binding resins or cellulose ester or ether compositions. The printing pastes are printed from ordinary textile intaglio printing rolls. Fatty acids such as stearic acid, palmitic acid, and pigments such as carbon are used. Starch is used as a thickener. Invented by Willard L. Morgan, Edgewood, and Norman L. Vaughn, Providence, R. I. Assigned to Arnold, Hoffman & Co. Incorporated, Providence, R. I. Application June 21, 1941. 3 claims.

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*A complete summary of screws can be found on Pages 90 and 91 of the "Star" Parts Catalog No. 7.

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2,346,454. SURFACE ACTIVE AGENT useful in printing pastes, in scouring and cleaning metal surfaces, and in the textile and leather industries. The agent is not decomposed either by hard water or solutions containing appreciable quantities of alkali. Amino dioxanes are used with a solubilizing agent such as sulfonated castor oil, sulfated esters, etc. Examples are: 5-amino-2, 5-diethyl-2-methyl-1, 3-dioxane; 5-amino-2-isobutyl-5-ethyl-2-methyl-1, 3-dioxane; 5-amino-5-methyl-2, 2-diphenyl-1, 3-dioxane, etc. Invented by Hillary Robinette, Jr., Arlington, Mass. Assigned to Commercial Solvents Corporation, Terre Haute, Ind. Application August 14, 1942. 9 claims.

2,346,568. SULPHONYL BROMIDE DERIVATIVES which have surface active properties and can be used in printing pastes and the preparation of inorganic pigments and for an extensive variety of other purposes. Process comprises reacting a non-gaseous saturated aliphatic hydrocarbon in the liquid phase with a gaseous mixture of sulphur dioxide and bromine containing from 1 to 20 mols of the former per mol of the latter at a temperature from 30 deg. C. to 80 deg. C. while irradiating the reaction zone with a source of light containing at least 3% of ultraviolet light, until the gain in weight is equal to that one would get if one sulphur dioxide molecule and two bromine atoms were entered into the molecule. Invented by Arthur L. Fox, Woodstown, N. J. Assigned to E. I. du Pont de Nemours & Company, Wilmington, Del. Application November 17, 1939. 3 claims.

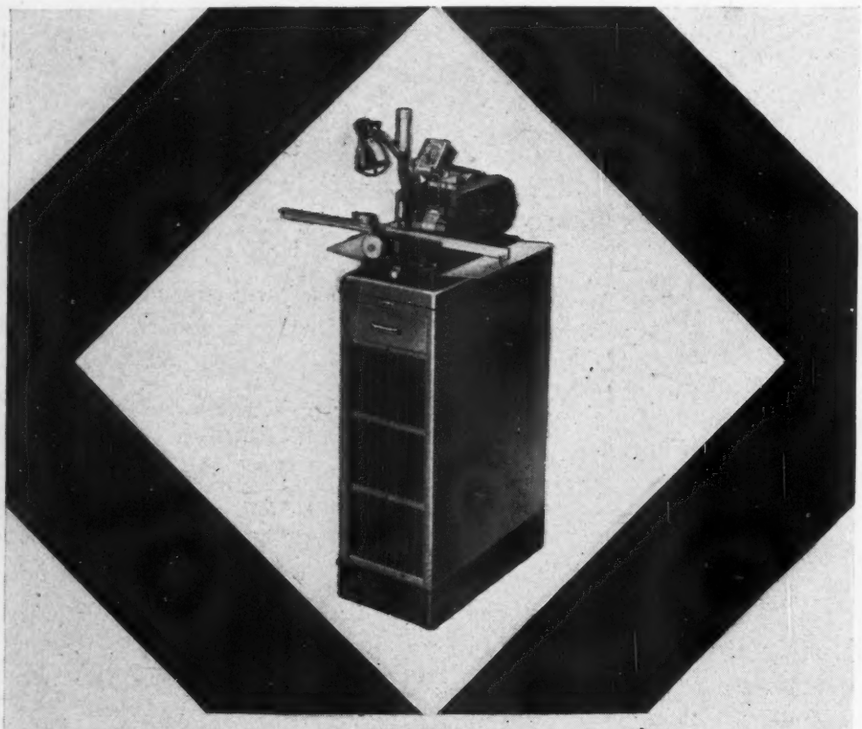
2,346,790. PRINTING PASTE said to deteriorate more slowly and keep its strength longer. The paste contains, in addition to the diazo salt and the paste-forming ingredients, a heterocyclic organic acid, or a metallic salt thereof, such as an alkali metal salt. Furyl-acrylic acid, 5-bromofuroic acid, thionaphthene-2, 3-dicarboxylic acid, etc., are examples of the acids used. Starch gum tragacanth thickener is used. The invention is of particular value where large amounts of printing pastes are made up at one time, and used over a comparatively long period. Invented by Swanie S. Rossander, Chiles E. Sparks, and Carl W. Maynard, Jr., Wilmington, Del. Assigned to E. I. du Pont de Nemours & Company, Wilmington, Del. Application May 23, 1941. Application May 23, 1941. 1 claim.

2,346,957. TEXTILE PRINTING COMPOSITIONS comprising a lacquer emulsion containing an anthraquinone pigment called polyanthrimide. Better tinctorial strength and less cracking in lacquer emulsions is obtained. Di- and tri- anthraquinonyl-amino-anthraquinones, compounds having exterior nuclei of the anthraquinone series and which may have an interior nucleus of the anthraquinone or naphthalene series are used, along with solvents, a thickener, and film forming materials. Invented by Alexander J. Wuerta, Wilmington, Del. and Joseph Deinet, Glassboro, N. J. Assigned to E. I. du Pont de Nemours & Company, Wilmington, Del. Application December 17, 1940. 10 claims.

Magnesium Alloy for Photo-engraving

ALONG with the talk about plastics (in making photo-engraving plates) there are frequent references to lighter metals for use in printing. For years, the Germans have used Electron metal, which is a magnesium alloy roughly five times lighter than zinc. There have been experiments made in this country on the use of magnesium alloy plates. Undoubtedly, this extremely light metal will have a place in postwar printing.

After the war, the cost of processing all metals probably will be cheaper, but at present it costs about $2 a pound to roll magnesium into 16 ga. thickness, and there is the polishing cost to be added to that. Magnesium is not inflammable in sheet form, but in the routing machine the sheet would be turned quickly into particles that would make for a serious fire hazard. The only obvious advantage in magnesium is its lightness.—*Harold T. Burns, Edes Mfg. Co., before PNPA Mechanical Conference, April 1944.*



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2,346,968. PRINTING INK which can be set or dried by the application of water, having improved press-stability, printing properties and toughness of film. It is made by combining the polybasic acids obtained by the diene reaction of rosin or a rosin derivative with maleic or fumaric acids, or other alpha beta unsaturated polybasic acids with fatty acids, or bodied vegetable oils to obtain a resin soluble in polyglycols. These resins, dissolved in water-soluble polyglycol derivatives, are used as ink vehicles. Any fatty acids can be used as modifying agents, although drying oil fatty acids are most preferred. Typical example of the invention includes: rosin, 400 lbs.; fumaric acid, 100 lbs.; linseed oil fatty acids, 80 lbs.; and glycerine, 8 lbs. Carbon black and other pigments are used in the ink. Invented by Francis J. Jeuck, Chicago, and Charles A. Rietz, Park Ridge, Ill. Assigned to Interchemical Corporation, New York, N. Y. Application September 15, 1942. 2 claims.

2,346,969. PRINTING INK similar to that described in patent 2,346,968, above, and characterized by good resistance to humidity during the printing operation. The improved inks are produced by using as a resin the reaction product of Vinsol and fumaric or maleic acid, or other alpha-beta unsaturated polybasic acid dissolved in a water-soluble polyglycol or polyglycol derivative. Vinsol is a material obtained in the preparation of wood rosin. The reaction is between the single olefinic linkage present in the Vinsol and the maleic anhydride, which is not a diene reaction. Invented by Francis J. Jeuck, Chicago, and Charles A. Rietz, Park Ridge, Ill. Assigned to Interchemical Corporation, New York, N. Y. Application September 15, 1942. 2 claims.

2,346,970. ASPHALTIC INTAGLIO PRINTING INK useful in printing "gravure" sections of newspapers, the ink containing a fluxed petroleum pitch, "Aruba," obtained as a still bottom in the high temperature distillation of Venezuela petroleums. This is converted into a satisfactory base for the inks by fluxing 75 or less parts by weight of the bitumen with about one-fourth its weight of a fatty acid pitch (such as the various stearin pitches, rosin pitch, and particularly tall oil pitch) in combination with 5 or more parts by weight of a natural asphalt of the gilsonite-grahamite family. The bitumen is particularly useful as a substitute for gilsonite in intaglio printing inks. Invented by Wilbur L. Jones, New York, N. Y. Assigned to Interchemical Corporation, New York, N. Y. Application May 24, 1941. 6 claims.

Printing Presses and Equipment:

2,345,179. TREATMENT OF PRINTING FELTS for use in transferring liquid ink or color from a supply source to a printing surface, such as a plate or roll, and of special

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MORLEY TRUTONE MATS

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value in printing wallpaper. The unused marginal portions of the belt of wool felt are treated so that the particles of pigment will not accumulate in the interstices of the fabric. These portions of the felt are charged with a solution or dispersion of rubber or latex to immunize the border surfaces against impregnation of printing ink or color. Invented by John W. Close, Lombard, and Clifford H. Hoot, Chicago, Ill. Assigned to United Wall Paper Factories, Inc., Chicago, Ill. Application April 10, 1942. 1 claim.

2,345,337. IMPROVED DAMPENER ASSEMBLY for the press plates of lithographic and similar presses. Improvements are directed to the cover of the ductor roll and dampening rollers, using a heavy, dense and cut type warp pile fabric by means of which the water can be conveniently controlled, with the resulting effect of minimizing the amount of water used and hence reducing the danger of an excess which may cause marks in the finished work. Pile face is of cellulose fibers such as cotton, ramie, linen and rayon and may be impregnated and/or coated on the back with rubber or other adhesive. Invented by Alexander H. Gardner, Passaic, N. J. Assigned to Collins & Aikman Corporation, Philadelphia, Pa. Application March 19, 1942. 7 claims.

2,345,874. MECHANISM FOR TREATING FRESHLY-PRINTED WEBS so as to prevent offset, smutting, muddying of colors, or other marring of the work. Invention is useful in color printing where successive colors are superimposed, and also when oil inks are used in letter press printing on high speed webs. The fast-running, freshly printed webs are positively fed under tension, in a well-known manner, and the surfaces are treated or coated with very fine, non-metallic powder, such as soapstone, talc, starch, etc. Opposite side of web is supported at certain points, preferably by freely running rollers, and at points where so supported the freshly-printed and coated surface is subjected to buffing action. The fabric buffing surface is driven independently of the web driving means, thereby permitting practically any desired amount or degree of relative movement between the fast running web and the buffing surface. Invented by Chester Holsinger, Chicago, Ill Assigned to The Goss Printing Press Company, Chicago, Ill. Application November 1, 1939. 4 claims.

2,346,588. ROTARY MULTICOLOR WEB PRINTING MACHINE incorporating a folder and a plurality of rotary printing units in line, certain of the units being standard perfecting units and others having standard components provided with a plurality of color printing couples. Specifically the machine provides a folder and a group of three printing units in line comprising outside units and an intermediate unit, the end or outside units in the group being standard rotary perfecting printing units and the intermediate unit incorporating four printing couples so positioned that two printing couples are arranged in vertical alignment relative to the other two printing couples. Invented by Frederick Lamatsch, Grantwood, N. J. Assigned to R. Hoe & Co., Inc., New York, N. Y. Application August 30, 1941. 6 claims.

For Patent Research in the U. S. Patent Office, or a prompt estimate on any type of search, address INVENTION, INC., Munsey Bldg., Washington, D. C.

Printing Equipment Engineer will help you find where it can be obtained if it is possible to locate the manufacturer, supplier or dealer.

TECHNICAL LITERATURE

Production and Mechanical Executives wishing to secure copies of the literature described below may do so by addressing the manufacturer direct, or by sending request to Printing Equipment Engineer.

Pur-O-Fier Bulletin

An engineering bulletin with complete information on a method of purifying compressed air has been published by Bird-White Company. In this bulletin is fully described the Pur-O-fier which operates on a centrifugal principle, utilizing a high velocity turbo-rotor. Additional features, how it operates, models available and arrangement of multiple unit installation to accommodate any volume of air pressure are fully described.

Included, also, is an announcement of the new engineering service available from Bird-White Company, specialists to serve on problems of air, gas, steam and refrigeration purification.

Gadgets for the Offset-Lith Plant

Content of the April issue of F&L Litho Letter consists of gadgets to help production in the offset-lith printing plant. The first of these suggests the use of numbers corresponding to the numbers on ink fountain keys to be applied to the examining table. In this way the flow of ink to the solids in a job which need more or less ink can be regulated easily by referring to the numbers of the fountain keys affixed to the table. Another idea is the application of a drip cup to supply extra water to the extreme ends of damper rollers. Another idea is construction of a miniature graining box to be mounted on the cross-members of the graining machine. The bulletin is illustrated fully.

Fire Extinguisher Maintenance Booklet

A practical manual has been published by Walter Kidde & Company It is entitled Inspection and Maintenance of First Aid Fire Extinguishers. This 12 page booklet is written in language the plant foreman or fire chief can easily understand and is graphically illustrated with drawings, photographs and simple charts. A basic maintenance system is outlined, including questions of supervision, record-keeping, and recharging of all types of extinguishers, together with other information. The booklet describes the proper placement of extinguishers for quick and efficient use, and suggests wall and floor markings to aid speedy location in emergencies. The importance of actual demonstrations in fire-fighting technic is stressed. This manual may be obtained without charge from Walter Kidde & Company, Inc., 140 Cedar Street, New York 6, N. Y.

Reissues Power Truck Manual

The Elwell-Parker Electric Co. has revised its original folder "Lady, Will You Give a Lift?" in pocket size booklet form and has added numerous new illustrations. Possibilities of further relief to the problem of man-power shortage are forecast in the extended campaign being conducted by Elwell-Parker to train women in the operation of power industrial trucks. With the help of this instruction manual, company states, women can be taught to drive an industrial truck in minimum time. A copy can be secured from Elwell-Parker Electric Co., 4205 St. Clair Ave., Cleveland 14, Ohio.

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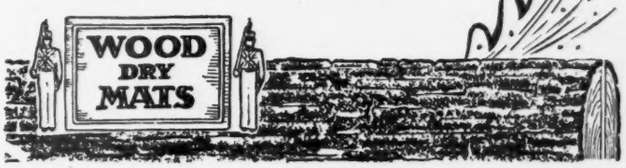

EXECUTIVE ¶s

Arthur Stone, secretary of the Duplex Printing Press Co., Battle Creek, Mich., it was announced by President L. K. Stone, has been elected vice president of the company. He succeeds George W. Watrous, vice president and general manager of operations, resigned recently. Ralph W. Hotton has been selected acting general manager of the company.

During the latter part of April, announcement was made that President Walter Huber, of J. M. Huber, Inc., had terminated an active career of 25 years with the company. After graduating from Cornell University in 1919, Mr. Huber commenced work in the Brooklyn laboratory. Subsequently, he took a turn at every manufacturing activity, after which he was transferred to the New York office. While with the company he was a member of the Cost Association and a member of the Board of Directors of the National Association of Printing Ink Makers, of which he was president during 1936 to 1938. At the time of going to press, no announcement has been made regarding Mr. Huber's future activities in the industry.

Walter Huber terminatesactive career with J. M. Huber, Inc.

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Arthur W. Brooks now is consultant to WPB's Printing and Publishing Division.

Many commercial printing executives, particularly those connected with the International Craftsmen's Association, will be pleased with the naming of Arthur W. Brooks as consultant to the Printing and Publishing Division of WPB, as a dollar-a-year man. Previously, he has been production manager of the American Colortype Co., Chicago. Previous to his appointment as consultant to the Division, he was chairman of the technical committee of the Joint Committee on Government Relations of the Commercial Printing Industry, 461 Eighth Ave., New York 1, New York.

E. Falco, president of Hood-Falco Corporation, Chicago, has announced the association of Edward J. Johnson with his company in an executive capacity. He will make his headquarters in the company's New York office and will make periodical trips throughout the country. Mr. Johnson was formerly connected with Printing Machinery Co. For the past year, however, he has been associated with Van Norman Co.'s, electronics division, Springfield, Mass., in an engineering capacity.

Formerly of Chicago, Robert Ross has been named assistant director of the Printing and publishing Division of the War Production Board in charge of commercial printing. He succeeds Philip Schneider who is now a lieutenant in the Marine Corps. Before associating with WPB, Mr. Ross served in the production department of R. R. Donnelly & Co. The Joint Committee on Government Relations of the Commercial Printing Industry endorsed Mr. Ross, feeling that he is well qualified to handle the peculiar problems before the commercial section of the Division. The Joint Committee promised the support of the industry to Mr. Ross and to Director Arthur Treanor of the Division.

Announced by American Type Founders, is the appointment of Kenneth R. Burchard to be in charge of offset sales at the Company's general office in Elizabeth, New Jersey. Mr. Burchard has been connected with the graphic arts for 20

Kenneth R. Burchard has been put in charge of offset sales for American Type Founders.

years, and was formerly director, the Central High Press, Muskogee, Okla., and a member of the faculty in the Printing Department at Carnegie Institute, where his specialty was photo-lithography and offset press work. He received his A.B. degree from William Jewell College, Liberty, Mo.

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Just how a mechanical superintendent and his crews go about producing editions of the *Stars and Stripes*, the American service newspaper, in plants in Algiers, Tunis, Casablanca, Oran, Palermo, Naples and from a mobile unit in the field was explained to a group of newspaper mechanical executives at the Engineers' Club, New York, N. Y., on April 17. The speaker was Master Sgt. Irving Levinson, mechanical superintendent of all *Stars and Stripes* plants in the Mediterranean theater of war, now on a mission to this country with his publication chief, Col. Egbert White. The occasion was a luncheon given by the Linotype Company. Guests were greeted by Walter B. Patterson, Linotype's director of agencies; C. C. Rhame, manager of the New York agency, and other members of the organization. Harry L. Gage, Linotype vice president, served as toastmaster.

Preston W. Wright, manager of The Maryland Casualty Company's Print Shop, is celebrating the fortieth anniversary as its head. When the company's plant was started in 1904 it consisted of a single press. Today, the Maryland Casualty Company operates one of the largest and most modern equipped printing plants in the insurance industry, occupying its own building on the company's grounds and employing a staff of 35. Its presses range from small hand-fed machines to cylinder presses. Other equipment to be found in the plant consists of a Linotype, automatic typecaster, and automatic folding and cutting machines.

James F. Reid, former Deputy Chief of the Alloy Steel Branch of the War Production Board, has been appointed Production Manager of The Timken Roller Bearing Co., Canton, Ohio. Reid had been Production Manager of the Steel and Tube Division of the Timken Company before obtaining a leave of absence in May, 1942 to join WPB as chief of the Alloy Steel Section. His activities and responsibilities in this new capacity extend to all divisions of the company.

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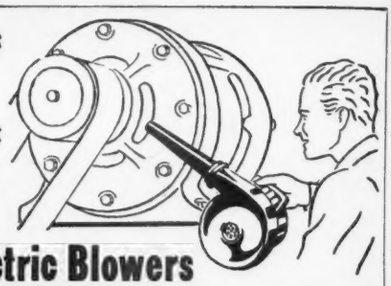

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BREUER ELECTRIC MFG. CO.
5114 N. Ravenswood Ave., Chicago, 40

Many Ideas

(Continued from Page 22)

H. W. Walker, Lanston Monotype Machine Co., gave an illustrated talk on column and classified ad rules, showing how increasing the angle of bevel by shortening the drive of the rule is the method his company uses to provide greater strength for the narrower column and classified ad rules now being used by most newspapers as a newsprint conservation measure.

Ayer Award

(Continued from Page 32)

Judges of the Exhibition were Dorothy Thompson, columnist; Admiral A. J. Hepburn, Chairman of the General Board, Department of the Navy; Lowell Mellett, well-known newspaperman and until recently Administrative Assistant to the President of the United States; Jean Carlu, internationally-known poster artist; and Professor Thomas F. Barnhart, of the University of Minnesota, typography and make-up expert. Major General A. D. Surles, Director of the War Department Bureau of Public Relations, who was to have been one of the judges, found it impossible at the last moment, because of pressure of official duties, to be present.

In commenting on the results of the judging, H. A. Batten, President of N. W. Ayer & Son, remarked: "The judges faced an unusually difficult task this year. In addition to the traditional considerations of typography and format, they had to consider the degree to which the normal content of the newspaper had been preserved in spite of war-necessary, space-saving changes.

Printing Equipment Engineer will be glad to help you locate where it's made.

Arthur W. Levy, Editor-in-Chief of International News Photos, predicted that within four or five years, even the smaller papers would be in a position to print color news photos. He asserted it would not be difficult for present photo-engraving plants and staffs to develop acceptable color plates.

Newspapers with circulations of less than 10,000 will use news pictures much more extensively, N. DeWitt Ray, Indiana (Pa.) *Evening Gazette*, predicted.

A thought-provoking address on composing room costs determined from a survey of Pennsylvania newspapers by S. W. Calkins, publisher of the Uniontown (Pa.) *Herald-Standard*, revealed considerable discrepancy in page production costs between newspapers of similar circulation. He found overset running from none to 20%.

Solving Manpower Shortage

A survey reported by William K. Ulerich, Centre Co. *Daily Times*, demonstrated clearly that smaller newspapers are suffering more from loss of employees than larger ones. Several papers are using part-time workers and women apprentices.

Daniel B. Hollywood, Lansford *Record*, stated his paper met the shortage of manpower by training mechanical department help in dual jobs and by operating the press at a slower speed to permit use of a smaller crew. Another smaller Pennsylvania daily mechanical superintendent, E. F. Harlan of Bradford, said he found it essential to give greater attention to proper machinery maintenance and lubrication to utilize manpower to the fullest extent.

30 lb. Newsprint Results

J. P. Grant, Mechanical Superintendent of the Philadelphia *Evening Bulletin*, reported that the *Bulletin* was using considerable amounts of 30 lb. newsprint. In his talk it was brought out that many Pennsylvania newspapers had found 30 lb. stock easier to run through the press, but that several had noticed increased strike-through. Another Philadelphian,

Liquidating

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SYNTHETIC and COMPOSITION ROLLERS
Built for Longer Wear — Better Presswork
AMERICAN ROLLER CO. 1342 N. Halsted St., Chicago, Ill.
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RICHARDS Saws SINCE 1910
"MULTIFORM"
"ELECTROMATIC"
"DOMORE" "CLIPPER"
SAWS — ROUTERS — DIES
J. A. RICHARDS CO., Kalamazoo, Mich.

Consult *Printing Equipment Engineer's* Printing Equipment and Supplies Catalog for sources of supply.

Joseph H. Hutton, of the *Record*, said that war-time restrictions on advertising practices, especially elimination of excessive benday overlaps, borders, and reverses, had saved much zinc in the Philadelphia-Camden area.

E. O. Davies, Mechanical Superintendent of the Harrisburg *Patriot-Evening News*, asserted that most makeovers were being made at editorial department insistance. He saw only one remedy, that of presenting cost reports on these makeovers to the newspaper management. Mr. Davies together with Lester H. Butler, Mechanical Superintendent of the Harrisburg *Telegraph*, welcomed their fellow mechanical department executives to the conference. Mr. Butler was chairman of the conference.

Conservation Practices at Hartford Times

Bernard F. Garrity, Mechanical Superintendent of the Hartford (Conn.) *Times*, does not believe in nine-column newspapers, asserting that it is his opinion publishers would be better advised to increase advertising rates by the 12½% rather than through the increase in the extra column. He also told the conference group that such a practice would work extra hardship upon national advertisers.

He revealed conservation practices of the Gannett newspapers, including earlier starting time for the editorial force in order to provide copy for the composing room, elimination of night shift, 48-hour advertising copy deadline, trading in old machines for newer rebuilt ones, and elimination of white space in classified ads.

George M. Holloway, Mechanical Superintendent of the Elizabeth (N.J.) *Journal*, emphasized the need for frequent conferences between department executives and the essentiality for every department head to become familiar with other department problems.

Newspaper Pressroom

(Continued from Page 24)

and slithering along, driven fast one minute and slowing the next, wiping the foot of *all* printing, (Take a strong enough glass and you'll find the foot wipe on the finest letterpress printing) and in the meantime throwing into the air a mist of wasted ink that never reaches its destination but winds up in the pressman's lungs.

Ink rollers should be driven. By overspeeding one ink system at our place, we at once transferred the wipe from the foot to the head of the type. Certainly there must be some controlled territory of operation that would keep the wipe out of the printing contact entirely.

First Impression Soothing Syrup

And this thing called first impression. I wonder if any here know that baby? Well, fellows, that is another of the ink man's wayward children. He has proved this is a fact. Water ink—don't get out the paper dolls for me, for I believe it has a most important place in newspaper printing and that it alone justifies any expenditure the combined publishers would make to develop it further. If it

never proves one other thing, it has definitely proved that first impression printing with correct ink can be as legible and more so than second impression printing. It has produced some of the most beautiful newspaper printing I have ever seen and at newspaper speeds and conditions with equal quality on both impressions. If this is doubted I have samples that should convince the most skeptical. That is one thing for the proposed research organization to investigate.

The things we now do to correct first impression printing are merely soothing syrups when the diagnosis is appendicitis. We can fool around with different cylinder surfaces, impressions, circumferences and different spacings between the first and second printings. Right here your untutored speaker claims and has proved that the closer the two printings are the better the first printing. Whoever heard of drying news ink, an ink that does not dry but is absorbed and the farther the printings are separated the poorer the first printing? Why? Well, one guess is as good as another but the facts are that the closer the registration that can be maintained between first impression print and its own offset on the second cylinder, why, the better the print of the first impression and the closer the cylinders, the better the registration. We have tested both ways many times and the closer the printings, the better the results. Try it.

Another fallacy is the washing of the second impression cylinder. Prove to yourself by washing the offset cylinder, run a thousand papers, take a piece of white paper and wipe the cylinder and I'll eat it if it is not as dirty as before washing. Another is to wash one page position and then run a while and make the same test on the washed and unwashed positions and I'll eat another cylinder if the washed section is not as dirty as the unwashed parts.

As much as possible keep screens off the first impression. We all know this kind of subject will gather reproductions from the second impression printing by stewing in its own juice as it were. I never could see the sense in handicapping the greatest effect possible in newspaper printing—the outstanding comparison between black and white—by introducing a lotta insipid, sick-looking backgrounds.

Proper Copy for Color Printing

Silhouette ads. Don't do a beautiful bit of art and then take away from its effect by putting in backgrounds but if you insist, keep 'em off the first impressions. The same thing applies to run-of-paper color advertising. The artist sits down at his drawing board and gives birth to something he thinks is swell. It possibly is 50% worthless any other place than on the drawing board. After it gets through the mazes of the transfer to the stereo plate, and from there to the press reproduction with the attendant loss, the lovely hairline registration he has conceived is all shot to hell, due to the many feet that lie between printings, together with vagaries of tension control, etc. Why, this artist would not claim the finished product as his own.

If every artist would follow his copy through the mechanical departments, then he would cut out some of the foolishness. One of the particular studies in art is the art of suggestion wherein a bold line is started toward an apparent destination but stopped short and the forcefulness of its construction is such that the eye bridges the open space and really sees a completed contact. Let's have a bit more of this suggested art in our color ads.

Cost Sheets To Determine Color Costs

And incidentally, the price the publisher gets for color ads is criminal. I will say that if each publication would send an added cost sheet through each department with every color ad there would be an increase in rates pronto or fewer ads running at a loss. It's like the colored boy who was buying pigs for 30c a pound fattening them and selling them for 20c a pound. A friend said to him "You ain't makin' any money." The colored boy said: "I found that out." The present added premium on color ads does not in our case pay added pressroom costs on less than full page copy and often not on that.

We are certain all these inequalities will wash out with the forward progress that is going to be made in our vocation. Certainly the present standard of color printing in the daily newspaper isn't so hot. One or two papers do a fairly creditable job but they have lots of time to get ready, so that puts them in the magazine class.

The Reason for Research-Projects to be Investigated

The things I want to stress and which should be searched out one and for all by our publishers are, first: Plastics and their relation to our future newspaper printing process. Plates—What will they be on this new press after the war? They must be different and better. Shall they be ¼ in. stereo pre-made-ready plates? Shall they be of plastic? Shall they be originals prepared through some manner unknown at present? Water-base and other inks transformed to newspaper printings. Press construction, press speeds, etc. There is not one thing mentioned above that will not, if found practical, change the construction of our newspaper-making machinery. Are we going to find these things out now, or are we going on as we have in the past, buy this $50,000,000 worth of machinery and then find one at a time that we cannot do the things on this machinery that are possible and which would perfect our product?

A little dough spent right now can save millions later and as to headaches, why, how will I feel if I tell my boss the present street-roller method of manufacturing newspapers will prevail through the life of the $1,500,000 worth of presses he is going to buy as soon as hostilities cease and then I find I'm wrong? Oops. Wotta headache. And I am not alone.

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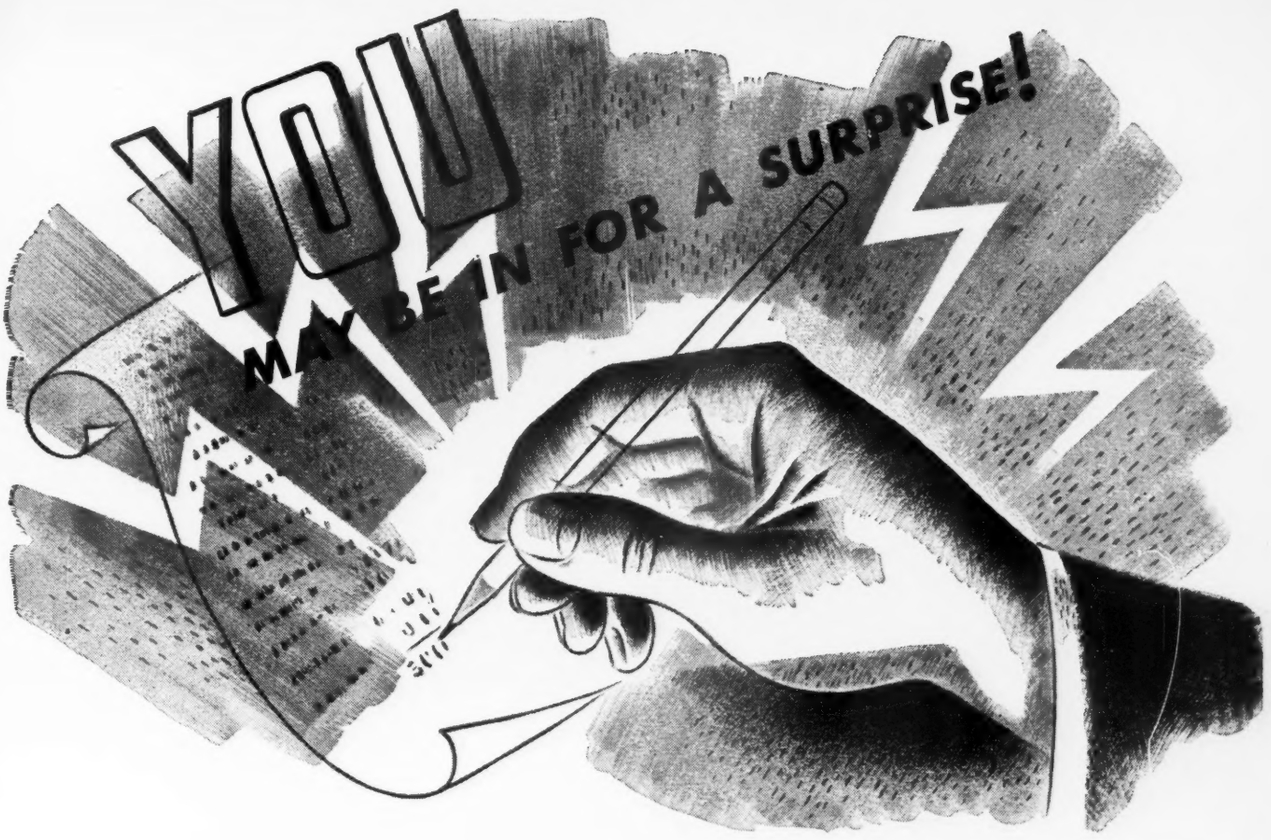

WHEN YOU CHECK UP ON YOUR PLANT'S PAY-ROLL SAVINGS PLAN FIGURES!

These days, things change with astonishing speed. The Pay-Roll Savings Plan set-up that appeared to be an outstanding job a short time ago, may be less than satisfactory today.

How about checking up on the situation in *your* plant? Checking up to see if everybody is playing his, or her, part to the full measure of his, or her, ability. Checking up to see if 'multiple-salary-families' are setting correspondingly multiple-savings records.

A number of other groups may need attention. For example, workers who have come in since your plant's last concerted bond effort. Or, those who have been advanced in position and pay, but who may not have advanced their bond buying accordingly. Or even those few who have never taken part in the plan at all. A little planned selling may step contributions up materially.

But your job isn't finished, even when you've jacked participation in your Pay-Roll Savings Plan up to the very top. You've still got a job before you—and a big one! It's the task of educating your workers to the necessity of not only buying bonds, but of *holding* them. Of teaching your people that a bond sold before full maturity is a bond robbed of its chance to return its full value to its owner—or to his country!

So won't you start *checking* . . . and *teaching* . . . today?

War Bonds To Have And To Hold!

LET'S ALL BACK THE ATTACK WITH WAR BONDS!

The Treasury Department acknowledges with appreciation the publication of this message by

PRINTING EQUIPMENT ENGINEER

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

The Press Battles for its Freedom

JOHN PETER ZENGER was arrested "for printing and publishing several seditious libels dispersed throughout his journals or newspapers...."

Zenger was a New York printer in the days when Governor Cosby ruled the colony. Governor Cosby ruled in such an autocratic, overbearing manner that several indignant citizens started a newspaper to arouse the public against his tyranny. Zenger undertook to publish the newspaper.

Zenger was thrown into prison, and his bail was fixed at 800 pounds, a large sum for those days and quite beyond his ability to furnish. He stayed in jail for months, and his situation appeared hopeless.

The case finally was called to the attention of Andrew Hamilton, a distinguished Pennsylvania lawyer, who took up Zenger's cause as a public service. Hamilton forced the case to trial, and his speech to the jury, which led to Zenger's acquittal, is a ringing statement of what the press in America must still vigilantly fight for.

All men have the right, Hamilton maintained, "publicly to remonstrate the abuses of power...and to assert with courage the sense they have of the blessing of liberty...and their resolution at all hazards to preserve it."

Today in our country encroachments by governments and private interests alike upon freedom of the press are counter to law. Nevertheless, even today the press must battle constantly to keep that freedom intact.

TEXT IN MEDIEVAL

INTERTYPE

Twenty-third of a series of messages on the Freedom of the Press by INTERTYPE, *Brooklyn*

ANPA

Mechanical Conference

Cleveland Ohio

JUNE 1944